

E&P

October 13, 1973

Thirty-five cents

Editor & Publisher

® THE FOURTH ESTATE

Happy anniversary, Eppie!

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OCT 24 1973

After 18 years
and
6,575 columns,
things are still
looking up
for
**Ann
Landers**



*In 1955,
before she "became"
Ann Landers, Eppie Lederer had
never written a word for publication.*



*Today
her column is
featured in nearly 800 newspapers
with circulation of over 60 million.*

From the beginning Eppie Lederer has brought new stature to her field. Her keen insight into human nature, no-nonsense counsel and insistence on responding to every individual seeking her advice have won legions of readers and admirers.

Her column consistently tops the "read most" list in readership studies. A UPI poll has placed her among the ten most influential women in America. A Gallup poll named her among the twenty most admired women in the world.

And with good reason. She had the courage to pioneer in dealing frankly with teenage sex, drug abuse, unwed motherhood and other contemporary problems. She was the catalyst that brought about the federal government's appropriation of an extra \$100 million to fight cancer and she has given unsparingly of herself in the battle against many other diseases.

As the only woman to serve on the American Medical Association's advisory committee, she soon will realize one of her greatest honors when she and 13 doctors from the AMA will tour China as guests of the Chinese Medical Association.

On her 18th anniversary we salute Eppie Lederer for her drive, perseverance and sincere belief in what she does. These are just some of the reasons for her success . . . and some of the reasons why the Sun-Times is known as "Chicago's Bright One."

CHICAGO
Sun-Times

Marshall Field, Publisher

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Latest ABC circulation figures
for San Antonio show

The Light again is number one

1st

in daily circulation*

| | | | |
|------------|---------------|---------|---------------|
| LIGHT | 123,443 | LIGHT | 123,443 |
| NEWS | 63,048 | EXPRESS | 84,329 |
| LIGHT LEAD | <u>60,395</u> | | <u>39,114</u> |

in Saturday circulation*

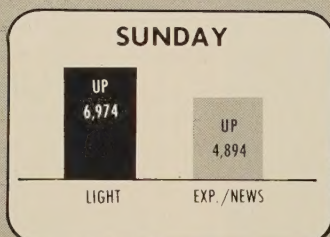
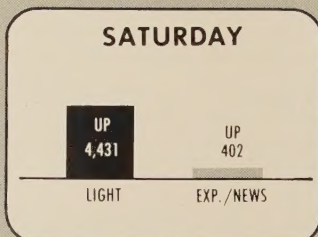
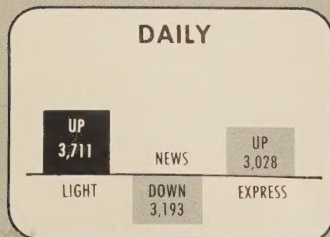
| | |
|------------|----------------|
| LIGHT | 119,003 |
| EXP./NEWS | <u>117,900</u> |
| LIGHT LEAD | 1,103 |

in Sunday circulation*

| | |
|------------|----------------|
| LIGHT | 170,030 |
| EXP./NEWS | <u>133,052</u> |
| LIGHT LEAD | 36,978 |

and the gap continues to widen

(GAINS OR LOSSES DURING THE PAST YEAR) **



*ABC PUBLISHER'S STATEMENTS 3-31-73
** MARCH 31, 1973 VS MARCH 31, 1972

The leading newspaper in San Antonio is the


San Antonio Light

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE, INC.

Rochester, New York Just the Facts.

Affluent Top 40 Market. Five County SMSA.



| | |
|---------------------------------|------------------|
| 36th Population | 990,400 |
| 16th Median Household Income | \$10,242 |
| 32nd Buying Power | \$4,212,810,000. |
| 38th Retail Sales | \$1,992,084,000. |
| 35th Food Sales | \$453,926,000. |
| 37th General Merchandise | \$405,629,000. |
| 42nd Apparel | \$92,990,000. |
| 42nd Automotive | \$342,196,000. |
| 29th Lumber, Building Materials | \$101,001,000. |
| 38th Drugstore | \$68,776,000.* |

The Gannett Rochester Newspapers... all you really need to know to cover this market. Only with their unequalled coverage and sales power can you hope to reach and sell this prime market.

When Rochester wants to buy or sell... it looks to the Democrat and Chronicle and

The Times-Union, delivering 82% unduplicated readership on any given day, and 93% readership on a cumulative basis, over a 5 day period.**

Concentrate your ad dollars where it counts—in the Gannett Rochester Newspapers.

* Sales Management, Survey of Buying Power 1973

** Rochester Continuing Market Study 1973

National Representatives: Story & Kelly-Smith, Inc.

Gannett Rochester Newspapers

55 EXCHANGE STREET • ROCHESTER, NEW YORK 14614

Democrat & Chronicle (mornings and Sunday) **The Times-Union** (evenings)

Who guards the guardians?



An elderly citizen is judged incompetent and is assigned a court-appointed guardian. All is well.

Or is it? A series of stories in The Evening Independent have brought to light startling facts. Startling, shocking facts that were right there in the court record.

- Homes of incompetents were sold by guardians to their own close friends and relatives, then re-sold for high, instant profit.
- Guardians, themselves, financed the selling of incompetent's homes.
- Unknown to the courts, incompetents were shifted in large numbers to different nursing homes — some unregistered.
- Furniture, collected over a lifetime, was assessed and sold by guardians at very low rates.
- A judge said no guardian had more than 15 incompetents in his care. A reporter found 50 in one guardian's care, 47 in another's, 49 in still another's.

The list goes on. New findings in every page of court records.

The state attorney's office is investigating. People are asking who guards the guardians?

And it all started because a writer for the Evening Independent cared about one little old lady under a guardian's care. Because Judy McKnight cared and investigated, other reporters have joined the investigation.

That's our job at The Evening Independent. Caring about people is the heart of professional journalism.

St. Petersburg Times

FLORIDA'S BEST NEWSPAPER

Evening Independent

Local-est and Liveliest

P. O. Box 1121 St. Petersburg, Fl. 33731

OCTOBER

- 7-19—API Classified Advertising Managers Seminar, Columbia University.
- 10-14—National Newspaper Association Annual Convention and Trade Show and Arkansas Press Association Convention, Arlington Hotel, Hot Springs, Ark.
- 11-13—Illinois Press Association 108th fall convention, Holiday Inn-East, Springfield, Ill.
- 11-13—Cal Western Circulation Managers' Association Annual Sales Seminar, Del Monte Hyatt House, Monterey, Calif.
- 12-13—SNPA Circulators Symposium, Riviera Hyatt House, Atlanta, Ga.
- 12-13—Technology/Up Date conference, Rochester Institute of Technology, School of Printing, Rochester, N.Y.
- 12-13—UPI Editors of Pennsylvania, Holiday Inn, State College, Pa.
- 14-16—Inland Daily Press Association Annual Meeting, Drake Hotel, Chicago.
- 14-16—Ohio Circulation Managers meeting, Sheraton Motor Inn, Columbus, Ohio.
- 14-17—INPA Central Regional conference, Playboy Towers, Chicago.
- 14-17—Institute of Newspaper Controllers & Finance Officers, 26th annual meeting, Royal York Hotel, Toronto.
- 14-19—Inter American Press Association 29th annual meeting, Sheraton-Boston Hotel, Boston.
- 16-19—ABC—Audit Bureau of Circulation annual meeting, Cosmopolitan Hotel, Denver.
- 19-20—UPI South Carolina Association, Hilton Townhouse Inn, Columbia, S.C.
- 18-20—Florida Newspaper Advertising Executives Sales Conference, Cypress Gardens Sheraton, Winter Haven, Florida.
- 19-20—New England Daily Newspaper Association Annual Meeting and New Processes Clinic, Copley Plaza, Boston.
- 19-20—UPI South Carolina Association, Hilton Townhouse Inn, Columbia, S.C.
- 19-21—AP Society of Ohio. Fall meeting, Sawmill Creek Resort, Huron, Ohio.
- 20—Georgia Press Association 11th Annual Cracker Crumble, Marriott Motor Hotel, Atlanta.
- 21-22—Society of American Business Writers regional seminar, "The Energy Issue," Marriott Hotel, Dallas.
- 21-23—Mid-Atlantic Circulation Managers Association Annual Sales Conference, Roanoke Hotel, Roanoke, Virginia.
- 21-23—Inter-State Circulation Managers Association 58th Fall Convention, Holiday Inn on the Boardwalk, Atlantic City, New Jersey.
- 21-27—Flying Start Course, National Press Photographers Association, Oct. 21, Newark, Robert Treat Hotel; 23, Indianapolis Hilton; 25, Houston, Rice Hotel; 27, Seattle, Pacific Science Center.
- 26-28—Ohio Newspaper Women's Association Convention, Ramada Inn, Wooster, Ohio.
- 21-Nov. 2—API Investigative Reporters Seminar, Columbia University.

NOVEMBER

- 31 Nov. 2—ANPA-AEJ "Education for Newspaper Journalists" seminar, Sheraton Inn, Reston, Va.
- 4-16—API Circulation Managers Seminar, Columbia University.
- 11-14—Southern Newspaper Publishers Association Convention, Boca Raton Hotel and Club, Boca Raton, Fla.
- 14-17—Sigma Delta Chi National Convention, Statler-Hilton, Buffalo, N.Y.
- 16-20—Associated Press Managing Editors Annual meeting, Contemporary Resort Hotel, Walt Disney World, Orlando, Fla.
- 25-December 7—API City Editors Seminar (for newspapers over 75,000 circulation), Columbia University.

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A Kennedy Retrospective

A SPECIAL SERIES FOR NEWSPAPERS FROM THE WASHINGTON POST

With the 10th anniversary of President Kennedy's assassination on November 22, all Americans will once again be reminded of the tragedy that traumatized the nation.

Anticipating the reader interest in this anniversary and the needs of editors, The Washington Post has compiled a special package of articles and features that focus on Kennedy the man and President. The writers include nationally-known Post staffers who knew J.F.K. personally and covered him when he

was President. The series, to be syndicated by mail for release Sunday, November 18, includes:

- A remembrance, by Post Executive Editor Ben Bradlee, with fresh material based on his close friendship with J.F.K.
- Pulitzer prize winner Haynes Johnson's look at the 10 troubled years since the tragic death of Kennedy
- Post assistant managing Editor Richard Harwood on the making of the Kennedy mystique

- Post reporter Tim O'Brien's very personal recollection of November 22, 1963, when he was 17 years old
- Specially commissioned articles by Kennedy critic Richard Whalen, and by Sidney Hertzberg who surveys the intellectual community's view of J.F.K. then and now
- Plus art and graphics

Take advantage of this unique editorial package, timed to appeal to the majority of your readers. For rates and availability in your area, call collect or write to: William B. Dickinson, Jr., (202) 223-5177, Washington Post Writers Group, 1150 15th Street, N.W., Washington, D.C. 20005

**The
Washington Post
Writers Group**

depth.

Edna Schroeder



Edna Schroeder is a research assistant in State Farm's public relations department.

Last year, she answered 1,012 inquiries about everything from alcohol and driving to fire prevention, from bicycle safety to no-fault insurance. Those questions came from a variety of places: students, civic groups, public officials and newsmen.

If Edna doesn't have the information in her own files, she knows

where to get it. For instance, State Farm's research department headed by Dr. Wayne Sorenson. He and his staff have done scientific in-depth studies on aspects of auto insurance that are available nowhere else. And, as the world's largest insurer of autos, homes and small boats, we have plenty of expertise around on topics related to those fields.

That kind of factual, in-depth help is available to any newsmen working on an insurance-related story. And if you want comment or opinion to go along with the facts, we'll give you that, too.

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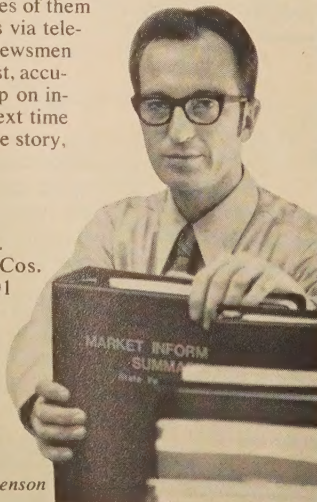
When you call, we'll try to get the answers you need while you're still on the line. If we can't, we'll be back to you in as little time as possible—a matter of minutes, not hours.

If your request involves complicated tables, charts, or graphs, our Telecopier** hookup—which reaches most major cities in the U.S.—lets us get copies of them to you within minutes via telephone lines. Many newsmen call us regularly for fast, accurate, no-nonsense help on insurance questions. Next time you're on an insurance story, give us a call.

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Dr. Wayne Sorenson



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CATCH-lines

By Lenora Williamson

THE DALLAS/FORT WORTH RIVALRY, settled long enough to get their \$700 million airport complex built, is covered by Paul Rosenfield, editor of the *Dallas Times Herald's* Sunday magazine in a current story in *The American Way*, flight magazine of American Airlines. Paul writes that the late newspaper publisher Amon G. Carter, often called "Mr. Fort Worth", rarely visited Dallas. When he had to make the journey, Mr. Carter took along a sack lunch: he didn't care for Dallas food and neither did he want to spend any money in Dallas. Some Dallas citizens, Paul adds, returned the sack lunch compliment when visiting Fort Worth.

* * *

THE 45TH PRESIDENT of the Washington Press Club is Oklahoma-born Wauhilla La Hay, who at age 15 was society editor of the *Muskogee Daily Phoenix* and also covered everything from high school basketball to rape cases until her mother found out. Law makers, government officials, and journalists attended the inauguration with Mrs. Nixon presiding for swearing-in ceremonies. Representative James Symington, Missouri, took note of the new president's Cherokee blood in an original song sung for the occasion. Wauhilla has been in Washington about 10 years with Scripps-Howard, covering the White House, State Department and embassies.

* * *

THE PIE-EATING CONTEST WAS RIGGED charged Bill May, *Oklahoman Reporter*, of a contest for media representatives at the State Fair in Oklahoma City the other day. Not only, Bill writes, were contestants introduced to the audience as being from the electronic media with no mention of "the real working press," but he knew something was amiss when two television fellows took off jackets, ties, rolled up their sleeves, and deftly tied aprons around their necks. Those guys were real pros. When the bell sounded the pair, Wally Zabinsky and Bill Perry of KOCO-TV had eaten 12 pieces each, so the station keeps the trophy won 7 times in 9 years. Declared loser Bill May, two things were proved: 1. Newspapersmen have too much class to win a contest where you have to eat with your fingers and make a mess. 2. Television men are nothing but big mouths anyway.

* * *

HEADIER HEADS—A reader nominates as an all-time great headline which "captures humor, relevance and brevity with just two words that tell the whole story" a certain one in the *San Francisco Chronicle* of September 25. A UPI story out of Wales told how a waitress who tried to scratch the tickling in her throat with a dinner fork accidentally swallowed the fork. Doctors had to operate. The head: "Deep Fork."

Inspired turn of the pen by *Fargo* (N.D.) *Forum* Bob Lind resulted in a neat pun over the AP story about the Hibbing, Minnesota woman returning to her home at night, only to hear a resounding crash of a large picture window. Police were called and found the culprit, a Hungarian partridge which had flown into the window. The *Forum* fellow wrote: "Partridge in a Rare Spree."

* * *

CHARLIE BROWN and friends are out of the English language *Moscow News*, which has been running the Peanuts strip freely (Catch-lines, September 29). United Feature Syndicate wrote the editors and told them to stop or pay, and they stopped. The syndicate's sales manager, John Carroll, thinks international publicity on pirating of the strip, especially after Russian support of the International Copyright Convention, contributed to the editorial decision.

* * *

FIRST CITIZEN WITHIN MEMORY to take issue with a newspaper filler is J. Ashton Greene of Pass Christian, reports *New Orleans Times-Picayune* columnist, Howard Jacobs. The filler read: "The Alaskan Territory was purchased by the U.S. from the Soviet Union in 1867 for \$7.2 million." Mr. Greene took the paper to task: "Actually Seward's Folly, as Alaska was dubbed, was bought from Czar Alexander II in 1867, the Soviet Union not coming on the scene until after the Bolshevik revolution in 1917."

When New England calls a meeting, *guess where it's held?*

Springfield, the second largest market in Massachusetts has the honor of being permanent host city for the Eastern States Exposition, the largest such in all New England and one of the largest in the entire nation.

Each September for over 50 years, millions of people from all across the nation attended the Big E! 10 days of displays . . . industrial . . . agricultural . . . business — plus the big Midway attractions including name bands, national entertainers — the whole Expo scene! This year over three-quarter million people attended!

Permanent year-round displays form the nucleus for the Big E. Each state has its own expo building “selling the merits” of its own territory.

If you wish to “sell the merits” of your company or product, Springfield would be an ideal place to advertise — thru the Springfield Newspapers.

Editor & Publisher

• THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member,
Audit Bureau
of Circulations
Member, American
Business Press, Inc.



6 mo. average net paid June 30, 1978—25,271
Renewal rate—76.18%

Restraints on newsmen

The unprecedented subpoenas of newsmen authorized by Judge Hoffman in the Agnew case are now moot, according to the judge, following the Vice President's resignation and plea of nolo contendere to an income tax evasion charge. The sweeping authorization was of questionable legality and was even opposed by the Department of Justice which said in its memorandum:

"We have never supported incursions into this sensitive area for the mere purpose of conducting fishing expeditions, and it is plain that this is all that is involved here." It is now more than "plain."

However, the Justice Department's comment in this case is not compatible with its stance in the Baton Rouge case where two years ago a federal judge prohibited news coverage of a hearing in open court. Since it was an open court proceeding the news was reported and the judge cited two reporters for criminal contempt of court and later found them guilty.

The Circuit Court of Appeals ruled that the judge's order was unconstitutional but said the reporters should have obeyed it pending appeal. Such a procedure would concede the right of a judge to exert prior restraint on reporting.

The government in its appeal to the Supreme Court is upholding the right of a judge to impose prior restraint on news stories on the ground they might infringe on a defendant's right to an impartial trial.

Here we go right back to case of the Pentagon Papers. The government then succeeded in imposing prior restraint on publication until the highest court ruled otherwise. The government is still contending that judges should be clothed with unprecedented powers of censorship and secrecy until ruled against by a higher court. This is granting authority to achieve censorship indirectly which is directly forbidden by the First Amendment.

Senora Allende's charges

Speaking to the UPI editors conference in Mexico City, the widow of the late President Allende of Chile charged the press of North America with "manipulating" information from that country to serve the interests of imperialistic international corporations. The speech included all the Marxist clichés about ITT, CIA and imperialism and was taken right out of the textbook. "Those who hide the truth are accessories to crimes against humanity," she said, charging that "villainy rules today in my Fatherland."

We don't know of any news organization that is attempting to hide the truth of what is going on under the military junta in Chile. It is being reported abroad as faithfully as censorship there will permit, just as the activities of Allende's regime were reported.

We are sick and tired of the press of this country being blamed for involvement in the affairs of foreign governments when all it is trying to do is report the news as accurately as possible which in most instances is contrary to the wishes of the regime in power.

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Edward M. Swietnicki, Lenora Williamson.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

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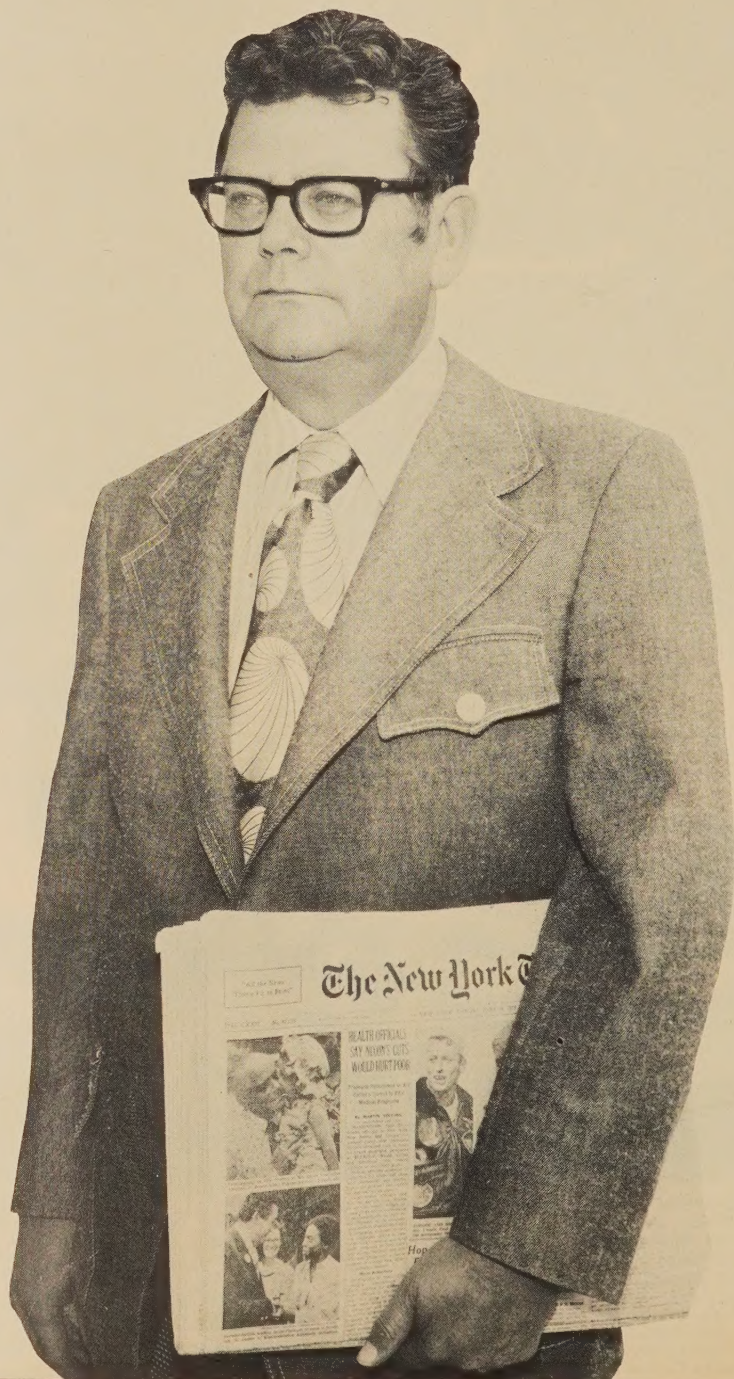


NEWSPAPERBOY RESTORED—a ceremony marking the restoration of Col. William Lee Brown's 78-year-old Newspaperboy Fountain statue in Great Barrington, Mass. took place October 7, climaxing a two year campaign by Barrie J. Hughes (standing at the microphone), assistant circulation manager of The Stamford (Conn.) Advocate. The 14-foot statue of a boy selling copies of the New York Daily News, America's first tabloid, was presented to the town in 1895 by Col. Brown and dedicated October 10, 1895 to the "Good, Long Life, Continued Prosperity and Happiness" of carriers, who celebrate National Newspaper Carrier Day, October 13. Col. Brown, a Civil War veteran,

Ohio senator, and founder of the Youngstown, Vindicator, was at the time part owner of the defunct Daily News—not to be mistaken for the present day N.Y. News. Hughes' efforts netted more than \$1600. The money was used to replace missing parts at the base of the statue and to fix plumbing so water would flow again. Names of the donors are listed on a bronze plaque embedded in cement near the base of the fountain, which is located in a small park alongside highway 23 leading into the town. The statue is believed to be the only one in the country, established solely to honor newspaper carriers. Photo by Jerry Walker of E&P.

"Being the dominant newspaper in our region could lead to complacency, but the example of The New York Times has inspired us to strive continually for excellence in news gathering, writing and editing."

LLOYD W. SVEEN, EXECUTIVE EDITOR
THE FORUM, FARGO, N.D.



Allendes' widow charges U.S. firms control press

By Jerome H. Walker

Defending the late Salvador Allendes' crusade to improve the plight of his people in Chile, his widow made an emotional appeal at EDICON in Mexico City (October 8) to the press of North America to stop "manipulating" information to serve the interests of imperialistic international corporations.

Mrs. Hortensia Bussi De Allende, who has taken political asylum in Mexico since the Junta seized the government of Chile, was given the privilege of addressing an audience of about 400 newspaper editors and publishers and their guests from the United States and Latin America.

After being introduced by UPI foreign news editors Wilbur G. Landry, Mrs. Allende read the text of her remarks in Spanish. They were translated simultaneously into English. At the outset she thanked UPI president Roderick W. Beaton for giving her the opportunity to speak at the session. Earlier, UPI executives arranged for a rebuttal speaker from Chile on the following day's program.

Fears North American press

"I will be frank with you," Mrs. Allende began, "I would be unable to hide the fact that deep down I am indignant and fearful of a certain North American press."

This segment of the press, she asserted, serves the multinational corporations which "do not hesitate to trample the rights of other peoples." At a later point she referred to the "strange marriage of IT and the CIA" in an attempt to overthrow the "victorious people" who had placed her husband in the presidency of Chile.

Mrs. Allende also alluded to the Watergate case as an indication of how the "cancer of the power of money" of the giant corporations can be used to exploit the common people.

Mildly, the former First Lady of Chile remarked that "you journalists are witnesses to the degree of freedom of the press that prevailed in Chile, and how it was misused by the opposition."

Mrs. Allende detailed the many ways in which her husband had sought in his socialistic ideals to help the workers and farmers with a program of social emancipation. His death, she said, was sacrificial.

'Villainy rules'

"Those who hide the truth," Mrs. Allende declared, "are accessories to crimes against humanity. Therefore, I appeal to your conscience. Let it be known to universal public opinion that villainy rules

today in my Fatherland.

"I do not ask your help to reinstate the liberties in Chile. That is a task for Chileans. I only ask you to help end the unfair and cruel punishment that my countrymen are suffering. I ask you to demand from the North American imperialist corporations, to which many of you belong. That they order their local servants to terminate the reprisals against workers, peasants, students and the people of my Fatherland.

Although Landry had announced that Mrs. Allende would answer questions at the close of her talk, she declined because it had been an emotional ordeal for her. But just before taking leave, she stepped again to the speakers platform and offered a batch of photographs which, she said, showed many burial and funeral scenes in Chile, soldiers destroying the home of the country's beloved poet, Neruda, and views of his burial with people in deep mourning.

Neruda, she said, had died because medicine was not allowed to reach him "in good time."

Mrs. Allende told reporters later that the pictures had been smuggled out of Chile but she would not identify the photographer. UPI moved several of the photos to its clients around the country.

A second section of the EDICON program concerned the issues of the Panama Canal Treaty of 1903. Mexico City publisher Romulo Ofarrill Jr. introduced the speakers, Dr. Carlos Lopez Guevara, special ambassador to the U.S., and Rep. Robert L. Leggett, Chairman of the House Committee on the Panama Canal.

Klein criticizes reporting

Herbert G. Klein, a former official in the Nixon Administration, told delegates to the UPI EDICON (October 9) that the violations of law by "a few in shockingly high political places" in the Watergate affair fell "short of the Presidency."

Klein's commentary on the scandal was read by Grant Dillman, chief of the UPI bureau in Washington. Klein left the conference to attend the funeral of James Copley in California as the President's personal representative.

While reasserting his belief in continuing "an honest adversary relationship between government and press at any level," Klein, a former editor of the *San Diego Union* who has been a close friend of Richard Nixon for many years, declared that "advocacy reporting is a growing danger to balanced coverage" of government affairs.

Klein criticized the *Washington Post*

EDICON meeting opens with tribute to Copley

The 14th Annual EDICON (conference of UPI editors and publishers) opened October 8 in Mexico City with a tribute to the late James S. Copley, publisher of newspapers in California and Illinois.

Herbert G. Klein, former editor of the *San Diego Union*, delivered a eulogy of the publisher, noting Copley's many contributions to journalism. He singled out Copley's aid to Latin American newspapers, his presidency of the Inter American Press Association, pioneering accomplishments in newspaper production technology, and sponsorship of a training program for youths in journalism.

In respect to the last, Klein, a former White House press secretary and director of communications for the Nixon administration, mentioned that one of the graduates of the trainee program, Gerald Warren, is deputy press secretary at the White House.

The 400 EDICON delegates and guests stood for a moment of silence in respect to the memory of Jim Copley.

for running a great many unattributed stories from government sources, despite a discussion he had with Benjamin Bradlee, the Post's executive editor, while he was communications director for the Administration.

According to Klein, the Post editor contended that if a government official called a reporter and gave him a story he would be identified. And that happened, said Klein, until the rash of Watergate and Agnew stories.

At the same time, Klein complimented the Washington Post team, the *New York Times* "and a handful of others" for tough, fair, investigative reporting that has boosted the prestige of the free press.

"Looking at Watergate in the broadest sense," Klein stated, "we must agree that political power was abused and misused; in some cases the law was violated by a few in shockingly high political places, short of the Presidency. These facts are deplorable because they violate American tradition and law."

But now, he added, Watergate has paralyzed congress, the executive and the press for too long. He also called on the press to practice more responsibility in respect to the publication of leaked information.

Klein concluded by saying he was happy to be back in the media. He is Vicepresident of Metromedia with the special assignment of making newspaper acquisitions.

Substituting for Bradlee, who was held in Washington by strike threats and reporter subpoena actions in the Agnew case, the Post's night managing editor,

(Continued on page 66)

Justice Dept. wants judges to have right of censorship

The Federal Government has asked the U.S. Supreme Court to rule that two Baton Rouge, La. reporters can be held in contempt of court for disobeying illegal court orders imposing a prior restraint on the press.

The government took the position in a brief filed by U.S. Solicitor General Robert H. Bork and Asst. Atty. General Henry E. Petersen in opposition to an appeal by the two reporters, Larry Dickinson of the *Baton Rouge State Times* and Gibbs Adams of the *Baton Rouge Morning Advocate*.

The reporters claim that the government has adopted a position that places Freedom of Press at the mercy of judicial whim.

The Justice Department took the position that the court should be able to impose prior restraint on news stories on the mere speculation that the stories might infringe on a defendants right to an impartial trial. If not, Bork contends, trial judges may turn to closed-door hearings to accomplish the same censorship.

Illegal order

The two reporters have contended that an order by U.S. District Judge E. Gordon West of Baton Rouge restricting news coverage of an open court hearing was so patently illegal that it freed them from any responsibility to comply pending an appeal.

The case stems for a 1971 hearing in West's court on allegations by a black civil rights leader Frank Stewart. Stewart had been charged in state courts with conspiracy to assassinate Baton Rouge Mayor W. W. Woody Dumas and other political figures.

Midway through the first days testimony at the hearing West issued an order prohibiting newsmen from reporting testimony given at the hearing.

Dickinson and Adams reported on testimony given at the hearing in newspaper editions that afternoon and the next morning and were cited for criminal contempt of court by Judge West.

At a hearing a week later, West found the two reporters guilty of contempt and fined them \$300 each. The newsmen appealed the conviction and fine to the U.S. Fifth Circuit Court of Appeals which ruled that Judge West's order was unconstitutional but said the reporters should have obeyed it pending appeal (E&P April 14).

In appealing the case to the U.S. Supreme Court, attorneys for Dickinson and Adams argued that to uphold the convictions would arm courts with the power to authorize patently impermissible prior restraints on the exercise of First Amendment rights through the use of contempt power and thus allow them to accomplish indirectly what the constitution flatly prohibits them from doing.

The government contended in its brief to the Supreme Court that West's order was not frivolous and it was not unrea-

sonable to conclude that newspaper accounts of the hearing might cause at the time of publication itself irreversible prejudice to the rights of the accused and the public to have an impartial jury trial at the place where the crime was allegedly committed.

The Solicitor General said, under these circumstances Adams and Dickinson had no right to disregard the District Court's order as frivolous or patently invalid. The government brief said compliance with such an order must be compelled in an area where some restrictions on the press are permissible in pursuit of the constitutional demand for an impartial jury.

In a response to the government's brief, attorneys for the two newsmen said that in reading the brief one would hardly be aware that this case concerns an unprecedented prior restraint on the press flatly inconsistent with the First Amendment and explicitly contrary to the prior decisions in this court.

"Newspaper coverage of the hearing," the brief says, "did not pose a threat to anyone's right to a fair trial. If the heavy burden which must be borne by the government to support any prior restraint can be met merely by the assertion of the possibility of a theoretical conflict arising in the future between constitutional rights, then Freedom of the Press as we know it would be held hostage to the fertile imagination of judges," the reporters brief says.

To the argument that the reporters should have sought to have West's order overturned in the courts, the brief asks how can the government justify forcing news reporters and newspapers to undertake costly litigation to review muzzle orders which are so patently in violation of the Supreme Courts' repeated admonitions against prior restraints and in this case the courts precise admonition that the judiciary has no power to prevent the media reporting upon events which occur in open court?

It is precisely the necessity of undertaking such review proceedings which constitutes the chilling effect against which the doctrine forbidding prior restraints was constructed, the brief continued.

The Supreme Court is expected to decide in the near future whether it will hear the case.

Work hour meetings outlawed by court

Manhattan supreme court justice Vincent Massi upheld a temporary order October 10 barring New York Typographical Union No. 6 from interfering with normal work schedules at the *New York Times*. The Times had obtained the temporary order after the union held two chapel meetings during working hours September 3.

300 on waiting list for UPI's photo receiver

More than 388 subscribers to United Press International have put their names on a waiting list for Unifax II, a newly developed photo-facsimile receiver.

The initial installations are scheduled for the spring of 1974.

Approximately 258 UPI clients had already been signed for priority in deliveries before the first public demonstration of a laboratory model of Unifax II at the EDICON meeting in Mexico City.

UPI executives said the subscribers attending the annual conference to editors and publishers expressed enthusiasm for the receiver which has been engineered by the Egg Laboratories at Bedford, Mass.

The New England company has a contract with UPI to develop and manufacture the machines. Domestic subscribers will obtain them under lease with UPI but overseas clients may buy them outright. UPI president Roderick W. Beaton said a large number of bulk orders from foreign customers has already been recorded.

An Egg representative said the factory cost of the Unifax II would probably be "under \$5,000."

The machine, which updates, Unifax I, developed in UPI laboratories 23 years ago, delivers a high fidelity reproduction of a news photo on dry paper that eliminates the variances in present fax material. Thus, the Unifax II will be serviceable in transmitting color transparencies.

In demonstrations at EDICON, some flaws were observed in the quality of the printouts and these were said to be due to faulty telephone circuits. Great improvement was shown when transmissions were made over internal telephone circuits. Unifax II will be fully compatible with existing telephoto equipment."

Among advantages in Unifax II transmissions are the pure black and gray tones with sharp contrast. Unifax I copy usually has a sepia effect with flat halftones. Unifax II can allow for accurate reproduction of 32 shades of gray, from jet black to white. The print is comparable to pictures produced in photographic processes.

Beaton noted the additional advantage of Unifax II over present equipment. There are no chemicals to change, no fumes to discolor paint, no messy deposits to wipe off. In the early days of Unifax I, Beaton recalled, a few clients billed UPI for repainting jobs in the offices where the machine had been installed.

D.C. papers settle with two unions

The Stereotypers Union No. 19 and Newspaper Web Pressmen's Union No. 6 accepted two-year contracts October 10 with the *Washington Post* and *Star-News*. The new agreement replaces contracts that expired September 30.

James S. Copley, news giant, dies of cancer at 57

James Strohn Copley, chairman of the corporation, Copley Press, Inc. which publishes Copley Newspapers, died Saturday, October 6, at the Scripps Clinic and Research Foundation in San Diego of cancer. He was 57 years old.

He died at 5:50 p.m. Pacific Coast Time.

One thousand persons filled the Immaculata Chapel of the University of San Diego Tuesday, October 8, for the Requiem Mass. Billy Graham gave the eulogy at the mass. Burial was in Aurora, Illinois, Wednesday.

It was on the same campus of the Catholic university this past August that ceremonies were conducted naming the newly enlarged library of the institution in his honor. Mr. and Mrs. Copley hosted a dinner in the library the evening of the dedication.

University president A. E. Hughes presented the publisher with a plaque commemorating his contributions to journalism, to education, and "to the pursuit of truth." The inscription said in part: "He has guided his newspapers by stressing responsibility to enhance the integrity of the individual, and to stimulate thought on a close personal level. His words properly speak to the generations of students who will be motivated by his example and better their lives through this library."

At the time of his death, Copley was also publisher of the *San Diego Union* and *Evening Tribune* and chairman of the board of the Union-Tribune Publishing Company; chairman of the board of Southern California Associated Newspapers and chairman of the board of Communications Hawaii.

His newspaper group has 15 daily papers and 32 weeklies in California and Illinois.

Copley also owned Copley International Corporation, Copley Computer Services, *Seminar* (a quarterly journalism review) and Copley Productions, which produces documentary and educational films.

Copley is survived by his wife, Helen Kinney Copley, who is succeeding her husband in direction of corporate affairs, and three adopted children, David, Janice and Michael. Mrs. Copley is now publisher of the San Diego papers.

Copley was born in St. Johnsville, N.Y. on August 12, 1916. His parents, John and Flora Lodwell, died during the influenza epidemic that swept through the United States in 1917 and 1918.

As the adopted son of Colonel Ira C. Copley, founder The Copley Press, Inc., he grew up in the newspaper business. Colonel and Mrs. Copley had lost their three sons in infancy, and they adopted James, in 1920 when he was 3½ years old and William Nelson Copley, in 1921, at the age of 2½.

Jim Copley once recalled an incident in 1930 when his father built a new plant in Springfield, Illinois, and young Jim wanted to play in the building. The Colo-



MR. AND MRS. JAMES S. COPLEY are shown in a 1969 photograph being welcomed to the White House by President and Mrs. Nixon during a reception for the American Society of Newspaper Editors.

nel didn't want him to take part in the business, not even carry a route: "You have plenty of time to work. While you're a child, enjoy it," he said.

Jim Copley carried a thin gold watch his father gave him three days before his death in 1947. It had been presented to the Colonel at a testimonial dinner by the Elgin Watch Company, which later sent along a bill for the watch to the publisher. The watch provided the title for a book published in 1964 and written by Walter S. J. Swanson (now director of special projects for Copley Newspapers) in which the close relationship of father and son was related. The book is "The Thin Gold Watch, A Personal History of the Newspaper Copleys."

Young Jim grew up in Aurora, Ill., home of the Copley Newspapers, and in Washington while his father was a Congressman. They had a house in Pasadena, where he also went to school. His mother died after an operation, and young Jim was sent east to Phillips Academy in Andover, Mass., where he flunked every subject his first year, but after that was on the honor roll and never off it again.

At Andover, he embarked on his own newspaper career, becoming business and advertising manager of the school's *Philippian*. He soon brought the semi-weekly to profitable status, and added features to increase reader interest—including comic strips. He pepped-up circulation to a point where the paper was delivering stories of big games to crowds leaving the stadium in a metro manner. Journalism followed at Yale University, with four years in the advertising department of the *Yale Record*.

Then began the professional newspaper education outlined by his father with the first job at Culver City's *Star-News*. James was assigned to circulation and not only supervised carriers but delivered papers himself when the routes were down. He moved a year later to the *Alhambra Post-Advocate*, then to *Glendale News-Press*, and on to San Diego as assistant to Lester G. Bradley, then publisher of the

Union and Tribune-Sun, largest of the Copley newspapers.

Following the attack on Pearl Harbor, Copley joined the Navy and was commissioned an ensign (USNR) in March of 1942, assigned to the Incentive Section of the Office of Public Relations in Washington.

Colonel Copley died on November 2, 1947. Each of his adopted sons, James and William inherited four-ninths of his estate. Mrs. Chloe D. Copley, who inherited the remaining one-ninth followed her husband in death on August 1, 1949.

After the death of Col. Copley, James was named co-executor with the First National Bank of Chicago, of the estate, and shortly thereafter became a member of the Copley Press executive committee.

James successfully weathered a financial crisis imposed by inheritance taxes. By 1950, organizational structure had been brought to a point where Copley felt he could return to active newspaper work. He became publisher of the San Diego Union and Tribune-Sun, as well as president of the Union-Tribune Publishing Co.

In 1959, Copley assumed after a legal battle sole interest in Copley Press Inc. by buying the interests of his brother, William, and that of the estate of his stepmother. He expanded services provided by the Copley newspapers, hired more personnel and modernized facilities.

One of his concerns was the country's relations with Latin America and his efforts in this field brought him the Americas Foundation Award in 1963. He served as president of the Inter American Press Association and was also national director of the Freedoms Foundation at Valley Forge and a fellow of Sigma Delta Chi. Copley was named to the American Revolution Bicentennial Commission by President Nixon, an old friend.

Copley's first marriage to Jean Boyd was ended by divorce in 1964. He married Mrs. Helen Hunt, his secretary for many years, in 1965.



PHOTO BY DAVID DOUGLAS DUNCAN

Prismatics: a new view of the familiar

While suggesting that prismatic attachments will help photographers who want to create something other than traditional images with their 35 mm cameras, David Douglas Duncan at first adds that "prismatics and photojournalism are worlds apart—which explains my enthusiasm for both."

Duncan, who took his first photographs with a 39¢ camera (an 18th birthday gift from his sister Jean), is today acclaimed the world round for both his hard news and war photographs as well as for art book collections of his photographic studies. He has been in the United States for publication of his new book, "Prismatics: Exploring a New World." For some years, Duncan has lived in Southern France between assignments and photo projects.

It has been a long photographic journey with other cameras since that glistening Bakelite job and much traveling including the days Dave Duncan roamed the United States during depression years in a Ford touring car selling single and photo series features to newspaper picture editors for the sum of \$3—or \$2.50, if that seemed what the local market would bear.

In 1962, Dave saw a display of exotic lenses and prisms made for special effects

cameramen of the film and television industry and wondered what would happen if the lenses could be adapted to a still camera "where images might be permitted to whirl and blend and soar out into space, and stay there." He gradually worked out combining the Astro apparatus with more novel lenses and attaching everything to his Nikon F, gradually evolved photographs for which he coined the word "prismatics."

His total early outlay was about \$2500, described as a worth-while cost since he was entering a photographic field seemingly occupied only by himself.

Today, Duncan says, simple and inexpensive prisms are being marketed in the U.S. so that amateur or professional may experiment with elementary prismatics by spending less than fifty dollars.

The new book is almost exclusively photographs of Paris, a city of old, supreme

At top—A black and white version of the full color transparency, Les Invalides and Le Pont Alexandre III, from David Douglas Duncan's book "Prismatics: Exploring a New World." At right—The photographer at work with his camera and its prisms and exotic lenses.



A FAIR LOOK

Multi-image photos on this page are by Jim Argo of the Oklahoma City Times staff and are from his front page and special picture page coverage of the State Fair on the outskirts of the city. Clockwise, Medals the Clown entertains on Fair grounds; this ride swings fair visitors up, out and away over crowds; subject images become a still life.

"cliche" scenes which swirl in new impressionistic magic with the Duncan technique. Prismatics demand far greater effort than most straight photographs, he notes in the technical section of the new book. Photographs in the books were inked and printed individually, two at a time, in Switzerland under the meticulous eye of the photographer. The American edition is distributed by Harper & Row.

At first inclined to stick to this statement that prismatics and photojournalism are worlds apart, Duncan muses that indeed newspaper photographers could give readers whole new images of the local scene for features and Sunday magazines.

Prism lens goes to Fair

It was something of a coincidence that a week or so after talking with Duncan, this reporter should see on page one of the *Oklahoma City Times*, a prism lens shot made at the Oklahoma State Fair. Inside was a full page of State Fair shots by Jim Argo, staff photographer. Some of them are shown here. The Times copy box on the picture page, headed "Camera Captures Different View," explained to readers that the special prism lens records five images of each subject.

Al McLaughlin, photo department manager for the Oklahoman and the Times, said that they have been using the technique for about 6 years, mostly in color for Sunday, but it can be "over used." "Reactions have been good, but like the fish-eye, you have to be careful." He recalls one effective use in a story on multiple stop signs—5 to 10 at an intersection—with the prism photos telling the story better than a straight shot.

—Lenora Williamson



PHOTOS BY JIM ARGO



Gannett sells Hartford Times to New Haven papers

Gannett Co., citing "shifts in the regional economy and suburban living patterns," has sold the *Hartford* (Conn.) *Times*, a key paper in its group since 1928, to Register Publishing Co. Inc. of New Haven, publisher of the *New Haven Register* and *Journal Courier*.

The sale price was given as "in excess" of \$7 million.

The 156-year-old Hartford afternoon paper, with competition from the even-older morning *Hartford Courant*, had been a "marginal operation in recent years," according to Gannett.

The new owners of the Hartford Times, who have been involved in a bitter intra-family dispute over control of the New Haven papers in recent years, said shortly after the purchase was announced that no major immediate changes in operation of the Hartford paper will be made.

Roger C. Coryell, announcing his resignation as president and publisher of the Times, will remain with the Gannett group. He told employees that their pension and other benefit programs are guaranteed in the sale. "The ability and experience of the Times' employees are its most important asset and the purchase agreement recognizes this by spelling out the continuation of all existing benefits," he said.

Joint announcement

The sale was announced October 10 jointly by Paul Miller, chairman of the board of Gannett, and Allen H. Neuhaith, president and chief executive officer of Gannett, and by Lionel S. Jackson, president of the New Haven publishing firm.

A Gannett spokesman said: "In the competitive Hartford market shifts in the regional economy and suburban living patterns have forced the Times into marginal operations in recent years. Additionally, federal government economic controls since 1971 placed artificial restrictions on the Times' ability to compete locally for its share of the advertising and circulation revenues. Those unique circumstances make it appropriate for Gannett to accept the New Haven offer. We believe the readers, advertisers, and employees of the Times will benefit from sharing mutual interests and advantages with nearby New Haven."

Jackson said: "We are delighted with this opportunity to link the high traditions and journalistic reputation of the Hartford Times with the New Haven newspapers."

Sale of the paper by Gannett leaves the group with 52 newspapers in 15 states. The Times was its only newspaper in Connecticut. Gannett has at present agreements to acquire four newspapers in three additional states.

Vincent Manno and George Romano of Weston, Conn. represented the New Haven publisher in negotiating the purchase,

which includes the Times' wholly-owned subsidiary, Community Offset Inc.

Justice department watches

The U.S. Justice Department was kept posted by both parties during the negotiation sessions and received data on marketing patterns in the Hartford and New Haven areas.

Earlier this year Samuel I. Newhouse of the Newhouse group offered \$32 million to buy the two New Haven newspapers. The Newhouse group, with no newspaper in Connecticut, was encouraged in its purchase effort by Richard S. Jackson, who has been feuding with his brother, Lionel, over operation and control of the two New Haven newspapers.

At a court hearing in the dispute between the two Jackson family factions (EDITOR & PUBLISHER June 16, 1973) newspaper broker George J. Cooper of Rockville Centre testified he believed the Hartford Times was worth only \$3 to \$3.5 million rather than the \$7.5 million the New Haven Register Publishing Co. was proposing then to pay for it. Coryell testified his paper's circulation dropped from 124,402 in September 1972 to 118,932 in April this year.

Gannett said it expects to report a gain from the sale in the third quarter earnings report to be released this week. The transaction was completed as of Sept. 30 for accounting purposes.

Richard Jackson, who has been opposing his brother's acquisition plans, called the purchase "inane" and said he and other family members will continue their battle to have control of the Register Publishing Co. of New Haven.

Strike is over in St. Louis

The two daily newspapers in St. Louis, Mo.—*Post-Dispatch* and *Globe-Democrat*—returned to publishing over the past weekend (October 6-8) after a damaging, expensive 44-day strike by teamsters union local 610.

Although the union denied that an offer of severance pay by publisher Joseph Pulitzer Jr. was instrumental in ending the walkout, a *Post-Dispatch* spokesman said it was one of the determining factors.

The strike ended officially the night of October 4 and editors began gearing up the next day for production of the *Post-Dispatch* on Sunday. The *Globe-Democrat* published on last Monday morning. This followed an overwhelming 32-0 vote by Teamster dockhands at the *Post-Dispatch*'s new northwest plant to accept a contract.

During final negotiations dockhands who had refused to work unless one man

was assigned to each delivery truck, even though truck loading at the northwest plant is automated, were assured, according to the P-D spokesman that some efforts would be made to transfer dockhands automated out of jobs to posts as newspaper truck drivers. This would develop into a "perfectly workable arrangement," the spokesman said.

New jobs found

The Teamster local agreed to a pay package for dockhands that will amount to \$1.10-an-hour increase over three years, which it was understood is within the Federal Government's wage guidelines.

In the windup negotiating the *Post-Dispatch* agreed to retain two dockhands to work on trucks, which the paper's spokesman described as a compromise which would permit management to seek automation under an attrition arrangement.

The *Post-Dispatch* appeared Sunday with 124 pages. No paper shortage reductions were announced. However, the *Globe-Democrat*, whose publishers, Duncan Bauman, had threatened at the strike "outset to close the Newhouse newspaper if the walkout was lengthy, was slightly smaller than normal due to the newsprint emergency. The G-D is printed in the *Post-Dispatch* plant.

Actions instituted with the NLRB and the U.S. District Court in St. Louis during the strike were summarily dropped.

Pulitzer, on October 2, in his first formal statement since the strike began August 22, said there was widespread sentiment among Teamster leaders to accept what he described as an "eminently equitable" offer made by the newspaper companies.

Interim paper folds

The strike by 32 dockhands employed by the *Post-Dispatch* and about 170 truck-drivers employed by Berberich Delivery Co. forced the two newspapers to furlough most employees. This led to startup of the tabloid *St. Louis Today*, manned mostly by *Post-Dispatch* editorial department employees. The interim publication was suspended on October 5. Its management had announced this would happen when the strike was settled.

The big break in the strike came shortly after Pulitzer in his statement had declared that the company had offered to protect the jobs of every individual dockhand, including substitutes, "in our employ prior to the strike." He continued:

"In the future, when planned automation of the delivery system (At Twelfth Boulevard) has been achieved, the force would be reduced only by attrition or inducement, that is, positions that are vacated because of retirement, resignation or death, would not be filled.

"In addition, a cash settlement could be negotiated between management and an individual to induce the employee to withdraw voluntarily. It is further proposed that the size of the dockmen force downtown (*Post-Dispatch* main plant) would be negotiated by the union and the company. If no agreement is reached, the matter would be referred to binding arbitration."

Charles McCabe, Esq.

"The Fearless Spectator"

To the Under-30, In a Bottle

THIRTY is a dicey age. There are those among the impubic who allege that it is black business to speak to anyone who has passed this dread frontier. For those who reach it, especially women, behind is a waste of quick triumphs and defeats, and ahead nothing can be seen but empurpled gloom.

In the early days of wireless telegraphy someone seized upon the symbol 30 to mean the end of transmission of a message. This has survived into the newspaper offices of the English-speaking world, where it means a story is finished. There is a kind of fatal connection between 30 and *finito*.

But, lest you quail there is another face to the matter. The fun hasn't really begun until 30 is behind you. Up until then everything has been coming at you. You haven't had the chance to play anything back, because of that splendid but treacherous endowment called animal energy. You've been too busy racing your motor to find your bearings.

Someone once said that everything he knew he learned after he was 30. Having just looked it up, I can say that the man who said that was the French politician and defender of Emile Zola against the puritanism of the bourgeoisie, Georges Clemenceau.

★ ★ ★

WE HAVE to make again the distinction between acquiring information and learning. They are by no means synonymous. The first is simply the base for the second. From even before the time of birth we are beleaguered by information—fascinating, frightening and incredible information about the world we have been brought into. We are almost literally bombarded by data: sights and sounds and feelings, all of which usually help in the end; and prejudices and creeds about the unknown, which do not help at all.

But even the sights and sounds and feelings do not help unless they are learned. This is the process which begins to happen, in a way not altogether understood, some time after 30 has been reached. Very seldom before. This learning process, which is often called understanding, makes the over-30 person a bit different from the younger numbers.

★ ★ ★

WHEN you begin to talk back to your information, which is what maturity is, you begin to question the magic of raw fact. This is not liked by you, whose infatuation with the facts of nature is nearly complete, and therefore false. If man has any meaning at all, it consists in what he has added to the primal data of nature.

The young do not talk back to their information. They blurt, without reflection, largely because the sap is rising so fast. They make the mistakes all organisms make when growing in a strange environment.

It is an accumulation of these mistakes, and the slowing down which results, that we may call the beginning of wisdom. It may be said to begin with the expression, think things over. When we begin to think things over we are setting in our personal store of truth, rather like laying down a good wine cellar. This store has nothing to do with the malarkey we absorbed in one school or another.

★ ★ ★

THIS post-30 poop is the pith, the spiritual sinew which will sustain or destroy us during the rest of this voyage through travail. If a man lives his allotted span, the things that will stay with him will be those he has learned after he started the process of editing the milliards of impressions that came to him in youth. They will be his strength and his stay, or they will weaken the balance wheel and let fly.

Being over 30, my impubic hearties, is an adventure of the spirit. Maybe that's why it scares the hell out of you. Beautiful, beautiful pot, and glorious smack, and consciousness-raising coke, cannot give you anything like the adventure of discovery that simple living can give you after you're 30. Of course there are ups and down, and of course you don't like downers.



Chronicle Features

8 food editors win awards from meat institute

Eight newspaper food editors shared top honors in the 1973 Vesta Awards competition of the American Meat Institute, it was announced at the 1973 Newspaper Food Editors Conference in Chicago.

Richard Lyng, president, American Meat Institute, presented each of the winners with bronze statuettes of Vesta, mythological goddess of hearth and home.

In the 1973 competition, 114 entries were submitted from 90 daily newspapers in the United States and Canada. The entries were judged on the basis of service to readers, journalistic style, use of illustrations, food page make-up, nutrition information, originality, timeliness and thoroughness.

Guild loses election

Employees of the *Knorrville* (Tenn.) *Journal* rejected representation by the American Newspaper Guild, the National Labor Relations Board has disclosed. A final count, issued after 10 challenged ballots were opened and counted, showed that 25 persons voted against the union, 11 voted in favor of the union and one ballot was void. The election was ordered by the NLRB on August 22.

Winners are:

Class A (newspapers with circulation under 50,000)

Black and White—Margie Oster, *Santa Monica Evening Outlook*,
Santa Monica, Cal.

Color —Katie Carlson, *Daytona Beach Morning Journal*,
Daytona Beach, Fla.

Class B (newspapers with circulation between 50,000 and 200,000)

Black and White—Carol M. Voshall, *The Phoenix Gazette*, Phoenix, Ariz.
Color —Dorothee Polson, *Arizona Republic*, Phoenix, Ariz.

Class C (newspapers with circulation over 200,000)

Black and White—Marian Burros, *Washington Evening Star*, Washington, D. C.

Color —Ann Valentine, *The Houston Post*, Houston, Tex.
(a tie) —Peggy Daum, *The Milwaukee Journal*, Milwaukee, Wis.

Class D (rotogravure color entries from newspapers of any circulation)

—Carol Brock, *New York News*, New York, N. Y.

Nine food editors received certificates of merit as runners-up in the contest. They are:

Class A

Black and White—Jan McLain, *La Crosse Tribune*, La Crosse, Wis.

Color —Jan McLain, *La Crosse Tribune*, La Crosse, Wis.
(a tie) —Charlotte Walker, *Charleston Evening Post*, Charleston, S. C.

Class B

Black and White—Dorothee Polson, *Arizona Republic*, Phoenix, Ariz.

Color —Ann McDuffie, *Tampa Tribune*, Tampa, Fla.
(a tie) —Carol De Masters, *Milwaukee Sentinel*, Milwaukee, Wis.

Class C

Black and White—Joan Drake, *Los Angeles Herald Examiner*, Los Angeles, Cal.

Color —Beverly Kees, *Minneapolis Star*, Minneapolis, Minn.

Class D

Rotogravure Color —Helen Dollaghan, *Denver Post*, Denver, Col.

1973

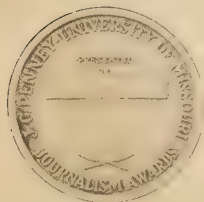
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National News Council consults with Swedish Press Ombudsman

The National News Council as presently instituted appears to be taking "a very limited approach" by concentrating on only the national news sources, according to the Swedish Press Ombudsman, Lennart Groll.

Groll acknowledged differences between the Twentieth Century Fund's proposed National News Council, and the Swedish Press Council. He said the Swedish Council has jurisdiction over all newspapers and magazines "published more than ten times per year."

Groll was in the U.S. meeting with officials of the National News Council, and also meeting with the *Washington Post* ombudsman. In addition, Groll is holding discussions with newsmen, faculty, and students at the Newhouse School of Journalism, Syracuse University, as well as at Brigham Young University. He will also make stops in Los Angeles and San Francisco.

In commenting upon the *New York Times* decision not to support the National News Council, Groll said the Swedish experience has shown the Council "could hardly be a danger to press freedom in Sweden."

Grand jury leaks

In response to a question on U.S. press treatment of reports of possible grand jury action involving Vice President Agnew, Groll said "I believe Swedish newspapers would have covered this matter in about the same method as the U.S." Groll said he had not read complete news stories involving allegations against the Vice President.

Swedish newspapers have "not hesitated to print" similar stories in the past. Groll said he believed the public has a right to know of allegations of a serious nature involving public officials.

In outlining the growth and development of freedom of the press in Sweden, Groll said that freedom was first recognized in 1766. Since 1812, he said, there has been "a continuous tradition of press freedom" in Sweden.

Press freedom is now accorded constitutional status, meaning that any changes in the laws controlling press freedom must be made in the same manner as modifications in the Constitution.

Individual held responsible

In any criminal proceeding, "responsibility lies exclusively with a defined editor/publisher." No other person can be held liable but the person designated by the publisher as "the responsible editor." Sweden also guarantees the right of informants in news stories to remain undisclosed. "Revelation of the identity of a news source without permission" of the source is punishable by a fine or imprisonment according to Groll.

Public access to official documents has also been recognized. However, such revelations "in the extreme" are protected by Official Secrets Acts, which covers military and diplomatic information.

Groll said publication of documents sim-

ilar to the Pentagon Papers would have resulted in prosecution under terms of the Official Secrets Act. He said at present, a case is being prepared involving the alleged disclosure of defense secrets.

In remarks similar to those made in an interview with *Editor & Publisher* (April 28), Groll said the "very great freedom" given the Swedish press under law had resulted in a code of conduct of ethics for journalists.

He said the Code needed revision following World War II, due to papers "of a new type, and more aggressive coverage." The resultant reforms made by the press resulted in the establishment of the Ombudsman in 1969.

Complaints rise

Groll said the number of complaints handled since 1969 has increased and he said the question of the time involved in clearing cases "was a sensitive point." The Press Council has not "been very successful" in clearing cases "swiftly."

Sweden's libel laws are similar to the U.S., Groll said. He added that a complainant before the Council does not waive his right to go to court for relief in a complaint against a newspaper.

The Swedes differ from the U.S. in the coverage afforded criminal defendants, according to Groll. Sweden tends to restrict

"very detailed information on an individual indicted or convicted," and information concerning persons sentenced to less than 2 years. He said 99% of all persons sentenced for crimes in Sweden receive less than two year sentences.

"Exceptions must be accepted," however. These usually involve "public figures," or cases "where the public interest is served." But such cases must be judged "case to case."

Primary role

The main job of the Council, as seen by Groll is to protect the individual from "unwarranted intrusion of his/her privacy." In some cases, Groll will seek out a person he believes has been offended in order to get a complaint filed.

But he said he has had to lessen the number of cases instigated by his own investigation, because the number of complaints has increased. The Ombudsman is "very meaningful to the general public," according to Groll. He said the Ombudsman afforded complainants "a personal contact."

Groll emphasized that he favors anonymity for news sources while requiring full disclosure of government information. Without guaranteed anonymity, he said persons who wish to reveal information would be threatened with job dismissal or other forms of retaliation.

Full disclosure is necessary to enable the public to know all the information that the government is keeping on them, he added.

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Advertising scene

By Daniel L. Lionel

NEWSDAY'S SUNDAY ON SOLID GROUND

Long Island (N.Y.) *Newsday's* Sunday edition, which sprang forth just 18 months ago from its pugnacious parent, the nation's 5th largest evening newspaper, has got it made.

From its standing start on April 9, 1972, the Sunday edition, which sells for a quarter, has moved up to 350,000 circulation. Its evening counterpart, now in its 33rd year, has 450,000 subscribers. Sunday circulation is currently running 14,000 copies ahead of last year and well above growth projections.

The multi-faceted Sunday advertising package is also ahead of original projections with Media Records showing a 17.4% gain over corresponding Sundays last year, far outpacing the entrenched competing Sunday newspapers.

In the black

Taking time out for a bit of retrospection with this visitor, several *Newsday* executives reviewed the 18 month power play that saw their new Sunday newspaper soar into 36th place among the 590 Sunday newspapers published in this country. Veteran observers of the newspaper scene had questioned the chances for success of the Sunday *Newsday* in the face of long established reading habits of the highly sophisticated Long Island audience and the brilliancy of the ranking metropolitan newspapers that have regularly served the Sunday market.

Newsday's sales vicepresident, David Targe, with a single sentence, put the doubts to rest: "At the end of the first year," he said, "we had paid for all our start-up costs and moved into the black."

What made *Newsday* decide to start a Sunday paper in a market that was already served by 3 Sunday papers? David

R. George, *Newsday's* public relations director, picked that one up. "We felt we were satisfying a need for a truly Long Island based Sunday newspaper to follow through on the kind of coverage we had been providing the other 6 days. We felt it was illogical to ask readers to buy another newspaper on the seventh day each week," said George. "Two separate surveys asking whether readers would buy our Sunday paper resulted in an almost 90% confirmation of our belief."

Ad lineage improved

"And the advertisers kept needling us," added Eugene Higgins, advertising director. "They too assured us of support and we're happy to say that they're coming through." Citing a comparison of this year vs. last year's Sunday before Columbus Day figures, as an example, Higgins said they were ahead 24% in total advertising with a 33% increase in major store advertising for the day.

Did the Sunday paper constitute a diversion of advertising from the daily issues? "Not so," said Higgins. "For the period January through August this year vs. last we're up 13.9% in total advertising. This compared very favorably with competing newspapers in the market some of which showed losses."

Newsday's Sunday package has two roto sections in addition to standard size color comics. One of the rotos is a half page size weekly TV guide and the other is its locally edited *LI Magazine*. These publications provide both national and retail advertisers with full color potential. The recent issues we examined were strongly supported by stores like Korvettes, J.C. Penny, Sears as well as independent merchants. The magazine also

(Continued on page 26)



Daniel L. Lionel

Daniel Lionel rejoins E&P as ad columnist

"Advertising scene," a new column by Daniel L. Lionel, will appear weekly in EDITOR & PUBLISHER, starting with this issue.

Lionel, who conducted the "Classified Clinic" column in E&P for 12 years, is rejoining the magazine as a special correspondent following his resignation as executive vicepresident of the *LI Business Review* to become a sales and marketing consultant for newspapers and magazines.

Formerly advertising director of the *New York Post*, Lionel joined the *Review*, a business newspaper, in 1971. Prior to that, he was vicepresident and advertising director of the *Suffolk Sun* on Long Island and retail manager of *Look* magazine.

Lionel has taught advertising at Brooklyn College and has been a regular lecturer on newspaper revenue building at the American Press Institute at Columbia University. He lives in Syosset and will make his offices at 25 Azalea Drive, Syosset, N.Y.

The weekly "Advertising scene" column will cover a wide range of topics related to newspaper advertising.

Commie daily asks for \$s from readers

The *Daily World*, a 39,000 circulation organ of the Communist Party in the United States, says it can't get its traditional supply of 32 pound newsprint stock any more and is being forced to use more expensive 40 pound stock.

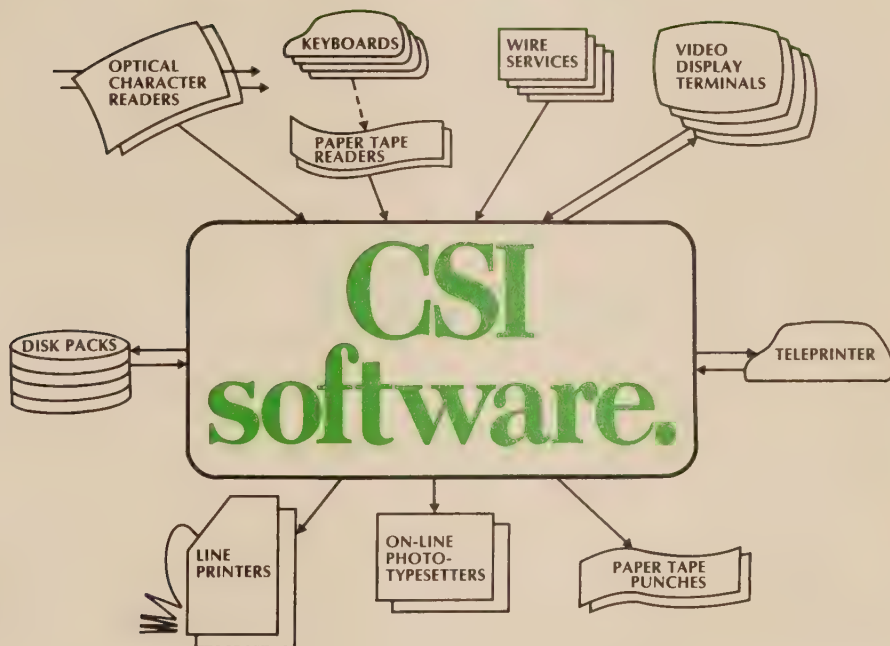
"Costs in our industry are skyrocketing," the paper said in a page one editorial October 4 asking for \$75,000 assistance from readers for this month.

The paper has also been trying to increase circulation by 18,000 copies and owes its landlord three months rent.



Newsday's "multi-faceted advertising package."

What makes it all work?



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Ad scene

(Continued from page 24)

sported a goodly array of national cigarette, food and mail order ads.

Total coverage

With the Sunday paper's problems well on their way to being solved, Newsday executives turned their attention to the marketing problems of advertisers who want to reach every home in a given sector of Long Island. Newsday estimates that it covers about 65% of all L.I. families, with 90% of its circulation home delivered. To meet the need of pre-print advertisers who want complete saturation of the total market of a segment as little as a square mile Newsday has come up a plan they call TMD—"Total Marketing Distribution." This is a combination of in-paper insertion plus direct mail to a computerized list of non-subscriber homes. The combination results in a substantial saving over the cost of a complete direct mail delivery.

Using a 16-page preprint supplement as

an example, Targe said mailing would cost about \$65 per thousand including lists, addressing and postage. The figure on Newsday's TMD plan comes down to an average of \$40 to \$45 per thousand. "Robert Hall, Korvettes, Masters and others have found the combination highly effective," said Targe. Because the computer is fed the names of new subscribers and drops every week, unlike most mailing lists, Newsday's is made current 52 times per year.

For smaller advertisers on Long Island's North Shore, whose trading zone is limited to about 10 miles, Newsday has come up with an all advertising supplement which appears in its Sunday paper. The distribution is limited to homes in that quality trading zone via computer and it provides advertisers with access to a much broader segment of their market at lower cost than any media available to them. In the first 4 week test period the sections carried 20 to 24 solid ad pages. "These are all new advertisers," said Targe "and we hope many of them will ultimately become full run after they discover the power of numbers."

Refusal of gay ads ruled discriminatory

The Windsor Press Council has ruled that the *Windsor Star* discriminated against Windsor Gay Unity by refusing to accept an advertisement July 18 for a dance for homosexuals.

The council ruled that while the publisher of a newspaper has the right to decide on the acceptability of advertisements "there was an unfair discrimination in the refusal to publish a simple advertisement for a social event."

In a statement following the council's decision, Star publisher J. P. O'Callaghan said:

"While I respect the decision of the press council, I can't accept that it is discriminatory to exercise judgment in a taste or propriety sense on any material that appears in the editorial or advertising columns of the Star..."

"We have no intention of lowering our standards of taste," O'Callaghan's statement said.

Circulation

NON-POLLUTING DELIVERY VANS

The *San Bernardino Sun-Telegram* has converted its fleet of 17 delivery vans to liquefied petroleum gas.

"The trucks are clean burning and the operational savings are great," said John Jolley, circulation transportation manager.

"It's also good for the newspaper's image to have our trucks using the low-pollution vehicles."

Cost of the propane is about 40 per cent less than conventional gasoline. But the biggest advantage is in reducing wear and tear on the engines. They last twice as long and go twice as long between oil changes and tune-ups.

Special LPG systems are required in the vehicles to transfer the fuel from the tanks to the engines. The initial cost of the conversion was paid by the Sun Company but the conversion units are being leased.

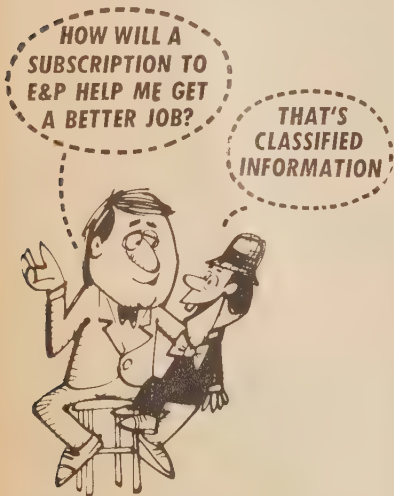
Other advantages of the LPG system are a 60 per cent reduction in pollution, increased safety and no appreciable power loss.

However, there are a few disadvantages. Gas mileage drops about 10 per cent and there is the cost of converting the trucks from gasoline to LPG. What the impending shortage of natural gas will do to converted fleets such as the Sun Company's is in doubt.

There are plenty of refueling locations throughout the 350 square-mile San Bernardino County area the vans are used in so that has not been a problem.

"We ordered them last August but didn't get the first one until January. They came trickling in and we finally got the last one the latter part of April," Jolley said.

"They way we have the operation set up now is tremendous. Our maintenance costs are very low and the savings in fuel is also an advantage."



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Argentine papers lose AP and UPI services

The Associated Press and United Press International have discontinued their domestic news services for newspaper in Argentina.

A decree issued by provisional president Raul Lastiri in August barred foreign wire services from distributing Argentine news in this country.

The distribution of international news here or of Argentine news abroad by foreign wire services will not be affected.

The gap has been partially covered by Noticias Argentinas, a new news service which is a consortium of 57 newspapers.

Noticias Argentinas began its services with a staff formed mostly by former AP and UPI personnel. It will also operate a radiophoto service.

Aside from Noticias Argentinas, the government has operated for the last decade its own wire service, Telam, which has a monopoly for the sale of government advertising. Telam has some 78 subscribers in the interior, and provides local information to most radio and television stations in Buenos Aires.

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When asked why he chose Knight Newspapers, Incorporated as the new owners of the three papers, Maynard R. Ashworth, Sr., president of the R. W. Page Corporation, said, "We are convinced that they will carry on the great tradition of these newspapers . . . and will continue to give the Columbus-Phenix City metropolitan area and the surrounding parts of Alabama and Georgia the most accurate, comprehensive news coverage in newspapers of which all will be proud."

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PHILADELPHIA DAILY NEWS
TALLAHASSEE DEMOCRAT

National 'action line' names firms and brands

Can the action line concept be stretched beyond the confines of handling only one person's problems at a time to helping whole groups of readers at once?

Can brand names be used without encountering serious problems for newspapers?

The answer to both questions is yes if you ask Arthur Rowse, founder of HELPMATE, which deals with individual consumer problems and questions involving widely distributed products and services.

The 1200-word weekly feature of six to eight items a week is syndicated to several papers with nearly 2 million circulation by Consumer News Inc. from Washington's National Press Building.

Among subscribing papers are the *Chicago Sun-Times*, *Baltimore Sun*, *Portland (Maine) Press Herald* and *Riverside (Calif.) Press Enterprise*.

"The basic idea," says its founder Arthur Rowse, "is to build a multiplier effect through which each published item can provide enough information to benefit all readers in the same or similar circumstances. The column was started in January.

As an example of the news value, he cites the case of Brecks, a once-reliable Boston firm that went bankrupt in April with 315,000 people waiting for merchandise or refunds.

"That is the kind of news that doesn't often get the national attention it deserves," says Rowse. For many people, the item in HELPMATE was the first hint that they might be stuck.

Readers of the column also were among the first to learn about the demise of J. Carlton's, another big mail-order house which went bankrupt, in this case leaving some 25,000 people holding the bag.

Mail order problems

Nicholas Mottern, writer of the HELPMATE column and former reporter for the *Providence Journal*, estimates that mail-order complaints comprise approximately 30 per cent of all letters received through subscribing papers which forward them to the Washington address for processing.

In one case, he says, more than 500 people wrote to Libby McNeil from all over the country after seeing an item in HELPMATE telling how they could obtain a dollar bill which had been offered in a coupon promotion. Unfortunately, not all requests were legitimate, but Mottern adds:

As further indication of the column's "multiplier effect," Mottern cites an item telling that Steed Industries, a multi-level sales firm, agreed to buy back \$500 worth of unsold automotive products after a young reader complained about an inability to get Steed to do anything.

This mail sparked similar complaints against Steed. In like manner, says Mottern, publication of an item about a collapsing front seat in a Ford Cougar in

Pennsylvania led an Illinois reader to report a similar problem in her Mustang. The Cougar owner got \$80 in repairs without charge; the second case is pending.

Newsworthy defects

Newsworthy product defects also turn up in the column, according to Mottern. One is the corrosion and pitting of stove tops after the warranty has expired but long before replacement should be necessary. He says stove manufacturers blame the greater use of aerosols and detergents, but in at least one case, a Caloric customer was given a new top without charge.

Other product defects disclosed in the column include a toy candle making set later redesigned for safety purposes, the Vertibird toy helicopter made by Mattel and a Burlington bedspread with rayon later replaced by polyester material.

A review of HELPMATE items reveals frequent reliance on trade associations, particularly the Council of Better Business Bureaus, for help in getting action involving nationally distributed products. The Council and most trade groups have offices in Washington.

In another case, Kimberly-Clark Corp. acknowledged it was not putting enough yarn into the Latch Hook Rug kits it was selling with a coupon from its Kleenex Tissues for \$9.95. The firm sent the reader more yarn and said it would rectify the situation for other customers.

In still another case, the Better Hearing Institute's HelpLine got Beltone to give one elderly woman a \$500 credit after she complained about the value of a reconditioned hearing aid purchased for \$606.90.

No pussyfooting

"Brand names have been no problem," he adds. "In fact, they are an advantage, for they add a credibility with readers that is simply not possible in columns that duck such essential information.

"What good," he asks, "is an item that says action was or was not obtained for an unnamed product at an unnamed store? I think papers that employ such tactics must be hurt by such obvious pussyfooting."

But what about local advertisers who may feel hurt by an item in the column from another community?

"That can be a problem," Rowse admits. But he says he knows of only one such case, involving a high-pressure salesman who refused to take back or adjust an apparently ineffective hearing aid. The local dealer for the same brand in a distant city complained.

But he was quickly mollified when the local paper explained to readers that the items in HELPMATE are handled by Consumer News Inc. in Washington. Most papers, says Rowse, make this clear in the column legend.

Strictly local problems are not solicited, so relatively few come in. But that still leaves the problem, common to all action lines, of how to deal with all letters in some way. (Readers are identified only by initials.)

He says many letters not handled in the column are answered individually, others are answered indirectly through the column with similar cases, and others are not worthy of a response, such as the one from a youngster wanting to know why a person's left hand thrusts forward with the right foot when walking.

Rowse maintains that the greatest advantage of a national action line is its low cost. In contrast to the cost of most action lines, which require from one to five staff persons to handle, HELPMATE is sold at feature rates, which includes handling of all mail.

Usage of the column varies considerably, he says. Some papers use all items at once, usually on Sunday. Others split it into two or three columns. Still others integrate the items in staff-written columns.

For nearly seven years, Consumer News Inc. has been syndicating another "mass-action" column called "Consumer Contact." It is an essay-type article twice weekly under Rowse's byline.

Rowse is a former assistant city editor of the *Washington Post* and executive director of the President's Committee on Consumer Interests under President Johnson.

Minn. papers accused of ad discrimination

Twenty-five Minnesota newspapers were accused October 1 of having discriminatory help-wanted ads by the Twin Cities Chapter of the National Organization for Women.

Sex discrimination complaints against the newspapers were filed with the Minnesota Department of Human Rights.

Lani Stacks, now employment committee chairperson, said ads called for waitresses, salesmen and office girls. Stacks said three papers, the *Brainerd Daily Dispatch*, *Fargo* (N.D.) *Moorhead* (Minn.) *Forum* have separated help-wanted ads for males and females.

Stacks said that is a violation of a U.S. Supreme Court decision which determined that it was unconstitutional for a Pittsburgh, Pa. newspaper to run separate columns.

Donrey buys outdoor advertising company

Donrey Media Group has bought Knapp Advertising Co. of Wichita, Kan., according to a September 20 announcement by Thomas J. Knapp, Sr., Vernon L. McCune—both of the Kansas firm—and Don Burris, executive vicepresident of the Donrey outdoor division. The new manager of Donrey Outdoor-Wichita will be Jim Tidwell, who has been manager of Donrey Outdoor-Fort Smith, Ark.

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4A newspaper committee urges support of ad reps

By George Wilt

Thurman R. Pierce, manager of print media for J. Walter Thompson and chairman of the American Association of Advertising Agencies' newspaper committee, asked newspaper promotion executives to help advertising agencies escape from the paper jungle in a keynote address at the Eastern Regional Conference of INPA in Atlantic City last week.

More than 100 promotion men and other newspaper executives, including publishers of several papers without their own promotion departments, heard Pierce tell "How newspaper promotion men and women can better serve their national clients and advertising agencies."

He urged that the group give top priority to those prime services, which if cut, would negatively affect the organization, and operations, of the advertising buyer's company. He pointed out that a cut in service would most likely result in a corresponding cut in sales, now and in the future.

Pierce underlined the need for information and fast communication, and a continuing dialogue between newspapers and their national customers.

Standard research data

He said that a primary need has been for a standard newspaper reader and demographic research program tailored for computer applications. Data on who buys the product, and what media reaches the prime product buyers best were needed before the question of which newspapers would be used, he added.

"My point is that before newspapers can be bought, the newspaper medium must first be selected as one, or one of several, of the best media for a particular product campaign," Pierce said.

"An important measurement in these evaluations is number of readers in total, and by demographic category. These evaluations are made in an area called 'media planning' in agency media departments. This service need has been a major topic of discussion between agencies and INPA since 1964," Pierce said. "Since you are in charge of research, it seems a pity that you did not take part in those discussions."

Brand reports

Pierce also pointed up the need for national newspaper product and brand activity reports, used by client brand management, agency media directors and managers, account reps, marketing research departments and new product development groups, as well as by media department plan strategists and newspaper buyers and analysts.

"Marketing products in America has reached such a degree of complexity and sophistication that detailed knowledge of brand product advertising activity on a reasonably current basis is absolutely es-

sential," he said.

He told the group that clients and agencies need lineage, revenue, product and brand information on a national basis, in order to follow overall media trends and shifts by brands in the use of newspapers, new products coming on the market, and new campaigns for established products and brands.

Pierce also urged promotion managers to ask their newspapers to subscribe to Media Records, to increase the lineage measuring organization's coverage of the field. "With a strong newspaper list reported on a regular basis, national advertisers can again follow and plan their campaigns efficiently in your markets," he said.

Support of reps urged

Pierce told of the important value of newspaper representatives as a link between newspapers and agencies in providing effective communications quickly. "Reasons to contact the newspaper are constantly varied and never ending," he said. It is vitally important to us that we have an efficient, effective means of communicating with you.

"Sales representatives firms have done a highly professional job of handling this thankless task in addition to their main responsibility of sales," he said. "A few newspapers have withdrawn and have no representative in our major advertising centers. Agency staffs and organizations are based upon your past standard of service that included a representative in the market whom we knew and who knew the general nature and background of agency problems. We are accustomed to calling one representative with a question which he can communicate quickly and who will contact 50 to 100 of his client newspapers and return to use with the answers while our people at the client or agency go on to other work."

Asks for central billing

Pierce also asked the promotion group to work further toward the possibility of an arrangement for handling, in one central computerized operation, all billing, paying and related accounting for national newspaper advertising—a central billing and paying—one invoice/one bill service, similar to the one now being used by weekly newspapers or the system attempted at one time by "Newspaper One." Pierce added that the Newspaper Advertising Bureau's set-up of a central billing system for campaign advertising during the last presidential election year proved to be an accurate, feasible arrangement.

He also urged that INPA devote some of its time, on a regular basis, to meeting with corresponding client and agency associations to review newspaper services, and how changes in service affect both advertiser and newspaper. He urged dia-

logue with AAAA's newspaper committee, and the Association of National Advertisers.

He concluded that pursuit of improved services to agencies and advertisers by newspaper promotion and research men and women could help to make newspapers a more efficient advertising medium, and to make the advertising placed in newspapers more effective.

New systems outlined

On other sessions at the INPA Eastern Regional Conferences, delegates were brought up to date on technological breakthroughs in newspaper production by Peter P. Romano, director of the ANPA Research Institute.

Romano brought the group up to date on newspaper use of computers, photocomposition, offset printing, electronic editing by video display terminals, information store and retrieval systems, electronic scanning devices and other new methods and systems.

He urged the promotion executives to acquaint themselves with the new tools, pointing out that they would be used in the promotion department as well as other parts of the newspaper organization.

"The transition to the new technology is blurring and overlapping departmental and traditional boundaries," Romano said, "necessitating an intimate interaction and interdependence between every facet of the newspaper operations network—to produce and distribute the unified whole, the daily newspaper."

"This will demand new levels of judgment and management based on higher and broader spectrums of information and knowledge."

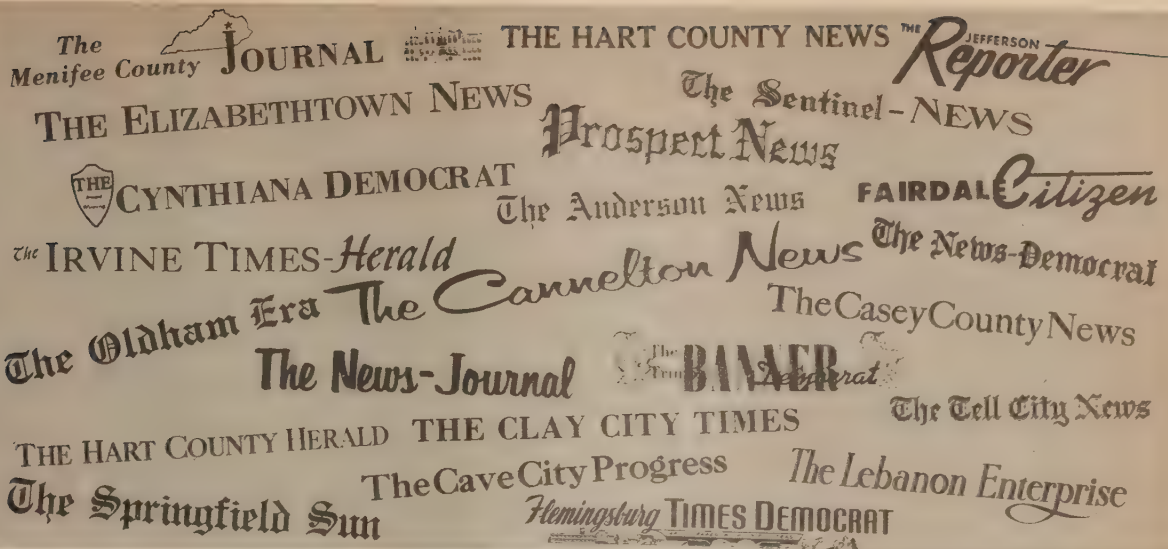
He added that this new technology would help newspapers to obtain its fair share of the marketplace and attract new readers, and that the only limiting factor will be the ability of newspapers to evaluate, implement and manage the change.

* * *

In a session on promoting during the newsprint "crunch," a roundtable discussed methods of saving newsprint in promotion, ranging from dropping of classified column headings, elimination of in-paper ads or shortening of ads, writing tighter ad copy and news stories, increased use of radio and billboards to reach non-readers and readers, suspension of distribution of free copies to police, schools and others who had been receiving free copies, cutting the number of tear-pages to advertisers to a minimum amount, and increased use of other methods other than print.

Promotion managers were advised however, to ascertain the dollar value of the newsprint saved during the emergency period, and to allocate those dollars to other promotions, in order to maintain constant contact with readers and advertisers.

In election of officers, Rosemarie Maio, promotion manager, *Passaic-Clifton* (N.J.) *Herald-News* was elected president of the INPA eastern region, with Greg Huntington, *Harrisburg* (Pa.) *Patriot-News*, first vicepresident; and Ed Lewi, Albany (N.Y.) *Capital Newspapers*, second vicepresident; and Vern Archer, *Toronto* (Ont.) *Star*, treasurer.



Twenty-three Leading Community Newspapers Join Landmark Communications

Newspapers, Inc., a group of 23 weekly and semi-weekly newspapers published in Kentucky and southern Indiana, has joined Landmark Communications, Inc.

This group has an outstanding record of growth and progress which reflects the increasing importance of community newspapers.

Landmark intends to continue the editorial independence of these publications. This follows our philosophy that the only first-rate newspapers are those independently operated by people who live in the community and are responsive to community needs. We will add support and expertise in marketing, product improvement and production. The result will be better service to each community.

Now known as Landmark Community Newspapers, Inc. the group also includes eight shoppers and regional publications. It prints an additional 42 weekly, semi-weekly and daily publications for publishers and universities in Kentucky.

Landmark Communications already publishes six daily and three Sunday newspapers in Norfolk and Roanoke, Va., and Greensboro, N. C. and a semi-weekly paper in Galax, Va.

LANDMARK NEWSPAPERS:

DAILY — *The Virginian-Pilot* (morning and Sunday), *Ledger-Star* (afternoon), Norfolk, Va.; *The Roanoke Times* (morning and Sunday), *The World-News* (afternoon), Roanoke, Va.; *Greensboro Daily News* (morning and Sunday), *The Greensboro Record* (afternoon), Greensboro, N. C.

WEEKLY & SEMI-WEEKLY — *Gazette*, Galax, Va., and the following newspapers in Kentucky: *Sentinel*, Shelbyville; *Anderson News*, Lawrenceburg; *Progress*, Cave City; *Times*, Clay City; *Democrat*, Cynthia; *News*, Elizabethtown; *Citizen*, Fairdale (Louisville suburb); *Herald*, Horse Cave; *News*, Munfordville; *Times-Herald*, Irvine; *Jefferson Reporter*, (Louisville suburb); *Enterprise*, Lebanon; *Menifee County Journal*, Frenchburg; *Casey News*, Liberty; *News-Democrat*, Carrollton; *News-Journal*, Campbells-ville; *Oldham Era*, LaGrange; *News*, Prospect (Louisville suburb); *Sun*, Springfield; *Times-Democrat*, Flemingsburg; *Banner-Democrat*, Bedford. In Indiana: *Tell City News*, Tell City; *Cannelton News*, Cannelton.

OTHER PUBLICATIONS — Harrison Shopper, Cynthia, Ky.; Madison Rivertown News, Madison, Ind.; Shelby Merchandiser, Shelbyville, Ky.; Southsider, Suburban Louisville; Suburban Shopper, Suburban Louisville; Thrifty Spender, Tell City, Ind.; Recreational Area Publications (Kentucky and Tennessee); and Lincoln Heritage Trail Magazine.



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With a Tradition of Excellence**

Branham-Moloney establishes computer analysis service

By Jeff Mill

Branham-Moloney Inc. and the Boston-based Urban Data Processing Inc. have jointly formed Branham/Urban Data, a computer analysis service, to provide detailed demographic information to retailers and newspapers.

Branham/Urban Data uses data from the 1970 Census. The computer system can be used to achieve market penetration studies, provide information on potential store or office sites, or even place the name and address of a newspaper subscriber within a particular census tract.

Announcement of the venture culminates nine months of discussions between the newspaper sales representative and the computer analysis service. Discussions were begun between the two as a result of a marketing survey conducted by Urban Data for a food franchiser.

Branham president Frank Stapleton said the system was particularly suited to retailers and franchises, as well as newspapers. One result of the service might be reorganization of newspaper distribution routes.

Use of the system's ADAPT or Automatic Demographic Analysis and Profiling Technique plan could result in a more efficient effort to attract subscribers, he said.

A description of the system indicates that ADAPT "represents an excellent way of assessing market penetration by numerous variables." It can also provide analysis of "both market potential and penetration, as well as behavioral patterns of consumers."

How it works

The base for the entire system is the census tract, a standard of measurement that places an average of 4,000 individuals in approximately 1500 households.

The material for the service was obtained from the more than 2,000 tapes of Census data accumulated by the Census Bureau. Urban Data bought these tapes, and then refined them to 62 tapes.

The refinement required Urban Data to develop an algorithm that could be used "to calculate in miles the linear distance between distinct longitude and latitude points."

The algorithm was then used with extracted data from the demographic information. This excerpted demographic information included descriptions of enumeration districts and census blocks.

Stapleton explained "it could be determined when the distance between a site under analysis (for which the longitude and latitude coordinates are known by definition), and a block group or enumeration district were within given parameters (such as two miles) and the appropriate census summary information for that census could be accumulated as falling within the market area."

Stapleton said that in the past, analyses of Census data had been "too long and too costly." He said an Area Profile Report

(APR) could be conducted within "five working days."

Prices vary

The cost for the service begins at \$125 for a report of an area with three radii with maximum of 10 miles. In addition to the report, Branham/Urban Data also prepares maps of the area. These are optional, with the cost beginning at \$30.

The prices vary both with the size and the shape of the marketing area being analyzed.

The Area Profile Report is prepared through the utilization of the algorithm, and the latitude and longitude coordinates. It "only requires the longitude and latitude coordinates of a site be determined and entered into the computer along with the radii distances of the circular market areas to be analyzed."

Four optional maps

The optional mapping feature enables Urban Data to produce "four standard maps of data in the APR area revealing the distribution of these demographic characteristics." The mapping option is a specialized version of the standard computer mapping system.

The maps use the same latitude and longitude readings that are used by the APR selection algorithm.

Stapleton said "Branham/Urban Data material becomes an excellent sales tool for giving better service to newspapers' customers by the use of the Area Profile Report, which analyzes the demographics around any given advertiser's marketing area."

Data by blocks or districts

The Area Profile Reports "may be of more interest to the advertising department because of their direct sales applications," Stapleton said. The APR uses block groups and enumeration districts (areas beyond tracted areas) as a foundation.

"A known site or intersection can be the central point from which three measurable rings or circles can delineate the data to be tabulated. A polygon or geographic boundary along known streets or routes may also be employed," Stapleton explained.

In addition, Branham/Urban Data "can generate computerized maps of these ARPs based upon density patterns keyed to a selected demographic characteristic or class." The maps, available at an additional cost, "offer a clear picture of the relative density of a selected characteristic. For example: family income distribution is broken out in 10 shades from lowest to highest."

Stapleton said, "Since block groups (within tracted areas) and enumeration districts (outside tracted areas) cover the entire United States and enjoy a consis-

tently high correlation relationship, both statistically and homogeneously, Urban Data has utilized these census delineation units as the foundation for the Area Data Profile Report System. The results afforded by use of these common census elements assure consistency, relativity, and market accuracy."

APRs are available in a variety of patterns, using either rings, circles or polygons. Analysis can be made using from 1 to 18 radii. And composites "enable the user to merge numerous individual ARPs of sites with common characteristics" into "an average or composite ARP for use as a reference point or comparative standard."

The capabilities of the Branham/Urban Data system "can be readily tailored to specific client requirements."

The ADAPT system would permit the customer to "set better and more realistic circulation goals to maximize their sales drive in selected areas which would determine the marginal areas too costly to maintain."

"The knowledge of the customer in each area enables an ad director to relate shopping patterns to circulation coverage and thereby increase the importance of his newspaper to his advertiser," Stapleton said.

Additionally, it enables the ad director to "make productive decisions regarding zoned inserts, and develop compelling and realistic new sales strategies."

Stapleton said the system might also have an effect on editorial. "A better understanding of the public which their paper serves will enlighten editorial executives to the kind of improvements necessary to broaden their appeal to the public."

In commenting upon the system, Stapleton said it would offer a "more finite" analysis of demographics. However, he did say the Branham/Urban Data system could be compatible with the proposed Audit Bureau of Circulation audience study.

He said both systems relied upon census data, but that the Branham system uses the smaller census tract as its basis, as opposed to the larger unit favored by the ABC.

Philadelphia Inquirer to go to press later

Beginning October 15, the *Philadelphia Inquirer* will combine its first two daily editions into one edition with a 9 P.M. press start. Sunday Inquirer publication schedule will not change.

"This change in publication time," said executive editor Gene Roberts, "will result in a better newspaper. The new first edition will be far more complete than the old, which went to press at 6:30 P.M. Reporters will have additional hours to cover major beats and more time to write their stories. At present, they have to file at 3:30 P.M."

Roberts pointed out that the new edition will be a comprehensive financial newspaper with all the final exchange quotations and late-breaking business news. It will also include final racing results from the major tracks.

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You have enough problems keeping up with the latest trends in the business without getting mired in the pros and cons of facsimile transmission systems. That's why we've assembled a mass of key information on

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Scanatron System is for you. It's clearly not intended for casual or low volume usage. But if your business requires high volume transmission—and we'll tell you how high is high—you can effect substantial savings in your costs.

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EP-1013

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Few readers deserted paper during strike

A short AP item stating that the *Providence Journal-Bulletin* had "resumed publication of its two newspapers" after Local 41 of The Newspaper Guild had voted to return to work after a 12-day strike was dispatched about a week ago.

The dispatch gave no indication that the *Journal-Bulletin* had achieved what few newspapers of its size have ever managed—continued publication, in the face of a walkout by the Guild and every craft union in the building, without the use of strike breakers.

During the strike period from Sept. 13 to Sept. 25 the Providence Journal Co. did not continue to publish both the morning *Providence Journal* and the afternoon *Evening Bulletin*. Instead it published a combined 32-page, one-edition *Journal-Bulletin* and distributed it to its combined circulation of 216,000. The company also published a one-edition *Providence Sunday Journal*, with a main sheet of 48 pages, the regular rotogravure magazine and the color comics. On the second Sunday of the strike, the main sheet went to 64 pages.

Open anarchy is charged

The strike became so bitter that in the seventh day John C. A. Watkins, publisher, in a page one statement noted: "In short, the situation is approaching open anarchy."

The only department in the building not to strike or observe the Guild picket lines was the unorganized circulation department. News, editorial, advertising, treasurer's, and janitorial departments were represented by the 400-member Guild. All but a handful of the members of the craft unions—pressmen, stereotypers, engravers, and typographers—refused to cross the picket lines on grounds of personal safety and other reasons. All the craft unions had contracts in force when the Guild strike started.

These few craftsmen, together with a small complement of non-Guild writers, and advertising men and women, plus a full complement of editors, executives and craft supervisors (except in the pressroom where the supervisors walked out) constituted the publishing force.

The Providence papers have a morning circulation of 68,000, evening circulation of 148,000 and Sunday circulation of 207,000. About a year ago, the company combined the Saturday papers into one new publication called the *Providence Journal-Bulletin*. This proved to be the model for the paper published during the Guild strike.

The entire paper was produced via cold type. Normally the *Journal-Bulletin* is a combined cold type—hot type operation.

Violence during strike

The strike was marked by considerable violence. Approximately 40 arrests were made. Three shots were fired through *Journal Building* windows, apparently by a high-powered air gun. Sugar was placed

in the gas tanks of the delivery trucks. Windows were broken. Working employees were threatened and assaulted. Guild leaders charged that non-strikers were armed with clubs. Cars were vandalized. Providence police chief Walter A. McQueeney characterized the strike as causing "more problems than any other strike I have been involved in."

The *Journal* lost less than 5% of its circulation, despite a major direct mail effort by the Rhode Island AFL-CIO which urged its members to cancel subscriptions. The Guild also urged a boycott in a series of radio commercials. Major advertisers were contacted as well.

Historically, negotiations with the Newspaper Guild in Providence have been long and, in management's view, difficult. Negotiations under the previous contract, which expired December 31, 1972, lasted for 13 months, and were concluded only after several strike threats. When it appeared last Spring that the situation might be repeated, management announced its determination to publish if the papers were struck.

Retroactive issue

The strike was touched off by the issue of retroactivity. After more than 30 negotiating sessions beginning last December, the company presented a final offer early in May. The old contract included a provision for 90-day retroactivity, a clause which in previous negotiations had been liberally interpreted by both sides.

This year, after the Guild voted in May to terminate the old contract, the company put its final offer of a 6.2% annual pay increase into effect and told the Guild that unless they signed the contract by May 23, there would be no retroactive wage payments. The Guild refused the offer, contending that the company's position on retroactivity was improper bargaining. During the summer the National Labor Relations Regional Board rejected the Guild's position.

In September the Guild voted to accept the company's offer but added that it would not waive its claim to retroactivity and was reserving the right to go to court to get it. The company then said the Guild had not accepted the company offer as retroactivity was not included. The Guild responded Sept. 13 by voting 92 to 86 to strike.

On September 25 the Guild returned to work after signing the contract, which is for two years, and acknowledged that the contract precludes any claim to any retroactive wage payments.

When the strike was over R. Barrie Schmitt, labor relations manager for the Providence Journal Co., said "We are glad the strike is over. With this behind us, we will continue the proud tradition of these newspapers." Brian C. Jones, the Guild spokesman, said the strike end "had the effect of bringing the five unions at the company closer together—an important first step in future labor relations with the company."

About a week after the strike the Rhode Island papers broke an exclusive story that President Nixon paid less than \$1,000 a year in federal income taxes for 1970 and 1971 despite his salary of \$200,000 a year.

The two year contract agreement, which expires December 31, 1974, calls for a 6.2 per cent across the board pay hike this year and on January 1, 1974.

Florida tri-weekly acquired by Gannett

The *Sun-Journal* in Brooksville, Florida, is going daily under the banner of Gannett Co. Inc. and the continued management of James M. Talley, editor and publisher.

Talley and Allen H. Neuharth, president of Gannett, announced plans for what now is Florida's only tri-weekly newspaper of 4,500 subscribers in a small city about 45 miles north of Tampa.

The publisher outlined these three points:

- The *Sun-Journal* will be converted into a daily newspaper after surveys are completed by Gannett to determine when and under what conditions this should be done. Meanwhile, he said, the newspaper will increase the size of its staff immediately for more in-depth local news coverage and also receive the wire coverage of Gannett News Service.

- Talley and his wife had sold (The *Sun-Journal* and its allied printing and office supplies divisions to Gannett, which has 53 daily newspapers, the purchase of four others pending) and 10 weeklies. Talley said the purchase price was \$650,000.

The Talleys, natives of Union City, Tenn., purchased the Brooksville newspaper in 1964, converting the operation first to offset in 1966 and then shifting frequency to semi-weekly and, two years ago, to tri-weekly. Talley served as president of the Florida Press Association in 1970-71. He is immediate past president of his county chamber of commerce.

Before moving to Florida, Talley was assistant city editor of *The Tennessean* in Nashville; editor of the *Robertson County Times* Springfield, Tenn.; reporter for the *Commercial Appeal*, Memphis; and editor of the *Dyersburg (Tenn.) Mirror*.

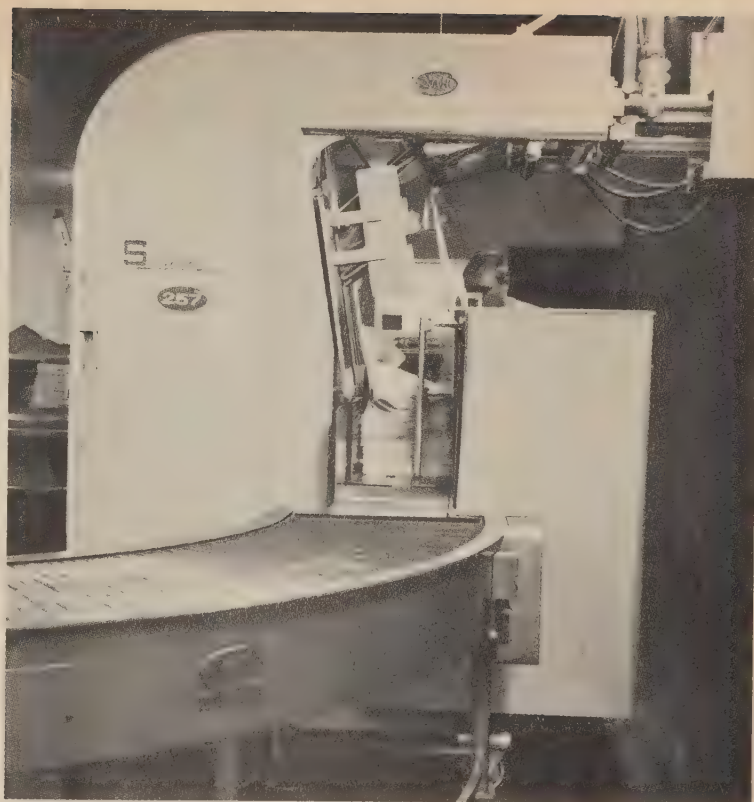
Shopper suit against N.Y. Times settled

A settlement was announced (October 9) of a \$2-million suit brought by ComCorp, the Cleveland-based publisher of the *Polk Shopper's Shopping News* of Lakeland, Fla., against the *New York Times* and a subsidiary, *The Lakeland Ledger*.

The suit involved operation of a special Ledger section called the "Pennysaver."

David Skylar, president of ComCorp, said that the parties had agreed to a stipulation that the "Pennysaver" would not offer to sell advertising below cost or "engage in any discriminatory advertising practices." The United States District Court for the Middle District of Florida later dismissed the complaint against the Ledger and other defendants.

**Between the press
and the truck,
there's STA-HI.**



There's quite a bit that could, and should, happen to your newspaper from the time it leaves the press to the time it leaves the dock. First, you take a stacker. A STA-HI 251 or 257 stacker. The 251 will count up to 60 variable-size bundles per minute, stack and discharge right or left. The 257 will do the job of the 251, and deliver compensated bundles. Both are mobile. Both are industry leaders. To one of these you add: STA-HI's stream, roller, and belt conveyors, bottom wrap, bundle pacer, chutes, and truck loaders . . . and the news is on its way. A complete mailroom distribution system. Totally or partially automated. Or the finest individual components to integrate with your existing equipment. Just be sure that somewhere between your press and the truck, there's STA-HI. Call your local STA-HI representative, who will help you decide what, where, when, why, and how.



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Quebecor introduces women's newspaper in United States

Quebecor Inc., second largest publisher of French language newspapers in Canada, is continuing its expansion into the United States and will launch a new English-language weekly tabloid *Woman Today* October 29.

The first issue, with a newsstand price of 25 cents, has 36 pages and features articles on Hollywood movie and television stars and other articles and advertisements oriented toward women. The cover, in four colors, has a photograph of actress Elizabeth Taylor with the following headline: "There's a Spell on Her—Gypsy Foresees Liz's Tragic End."

Set goal year ago

Quebecor, which went public last year and was the first firm to print a daily newspaper on offset presses in Canada, became interested in tapping the U.S. market last year. Pierre Peladeau, founder, president and driving force of the company, told Montreal reporter Ian Rodger exactly a year ago: "Look at the movie magazines down there. They're all the same—glossy production totally dependent on advertising. We could get in there with a tabloid weekly at half the cost. We're working on a project in that field right now. Sports too. There's a sure market for a four color weekly tabloid on sports. And no one is doing it."

Since that interview Peladeau acquired (in February) *Wrestling Review Monthly*, *Wrestling Monthly* and *Boxing Illustrated* from Champion Sports Publishing Inc., and will launch "Woman Today" in the United States.

Quebecor plans to spend \$2.5 million to expand its newspaper publishing capacity during the coming year. A \$750,000 expansion of the company's offset printing plant in Montreal will begin in November and a new 10-unit Goss Cosmo offset press will be installed in June 1974. The new press, the company said, will be able to print 65,000 112-page newspapers an hour, compared with present hourly output of 35,000 64-page editions of the company's major daily publication, *Le Journal de Montreal*, the largest circulating morning newspaper in the Province of Quebec.

In announcing the expansion at a press conference in the Union League Club in New York City October 3 Peladeau said: "With increasing circulation in our daily and Sunday editions, expanding editorial content and increasing advertising volume, we are installing this higher-speed equipment to permit further expansion. Our new facilities will give us capability for handling circulation of over 200,000."

Plans new dailies

While in New York City, Peladeau told EDITOR & PUBLISHER: "We intend to launch some new dailies in Quebec within the year. One is planned for the northwest section of the city. Another for the central portion of the city. The other for the north."

"We would like to acquire some new

properties in the United States and we are talking to weekly magazine and weekly newspaper people. We will not be touching U.S. dailies immediately. We're definitely interested in the acquisition of weekly magazines in the United States."

At present Quebecor has annual revenues of over \$30 million with one eighth coming from the United States. The company's revenue breakdown is: publishing, 40 percent; printing, 40 percent; distribution, 12 percent, photofinishing, 8 percent.

Quebecor Inc. publishes *Le Journal de Montreal* and *Le Journal de Quebec* dailies, and seven weeklies with a combined circulation of over 500,000. In addition to Montreal Offset Inc. and its Montreal-Magog Printing Inc. division, the company operates Imprimerie Dumont Inc., Publication du Journal de Quebec (Offset) Inc. and Graphic Web Limited. The company's three sports magazines in the United States have a circulation of about 135,000 monthly. An initial circulation of 125,000 in Chicago, New York City, Toronto and Quebec for "Woman Today" is set.

News rack ban is upheld by judge

A city ordinance in suburban El Cajon banning newspaper vending machines and racks from sidewalks has been upheld in a precedent-setting lawsuit in California.

Superior Court Judge Bonsall Noon denied a preliminary injunction sought by *The Door*, a semi-monthly underground newspaper represented by counsel for the American Civil Liberties Union.

A temporary restraining order granted earlier in another case was dismissed, and Richard K. Circuit, A.C.L.U. attorney, said the case will either go to trial for a permanent injunction or he will seek a summary judgment in favor of *The Door*.

"This is a novel case which, as far as we know, has never before been litigated on these issues before an appellate court anywhere," Circuit said. "The question to be settled is whether any government agency can restrict the circulation of newspapers or any other communication documents by means of vending machines and racks on public sidewalks."

Circuit argued unsuccessfully before Judge Noon that the right to circulate in this manner is inherent in the First Amendment, and is "inalienably connected to the right of freedom of the press."

The judge agreed with El Cajon City Attorney Lynn R. McDougal's argument that the ordinance is aimed at preventing littering of sidewalks with "unattractive" containers, and is a proper use of the police power of the city government. "There is nothing in the ordinance preventing publishing and selling," Judge Noon said. McDougal contended, further, that the ordinance does not prohibit selling of newspapers by hawkers or by sending them through the mail.

London publisher plans U.S. tabloid

Rupert Murdoch, the Australian publisher who revitalized *The Sun*, a London picture tabloid, into a money-making, 3 million circulation weekly in four years, plans to launch a similar mass circulation weekly tabloid in the United States.

The new weekly, to start in January, will have offices in New York City and will be printed in New Jersey, a spokesman for News Ltd. of Australia said.

Circulation will be at newsstands in the northeast U.S. at first. An initial press run of about 1.5 million is planned.

Murdoch, 42, acquired the *News of the World*, a London weekly with 6.1 million circulation, before purchasing *The Sun* in 1969. He also owns the *Sunday Telegraph*, with the largest circulation of any newspaper in Australia, and other newspapers in Australia. An interview with the publisher appeared in EDITOR & PUBLISHER August 25.

"If freedom of the press can be chilled or restricted by an aesthetic value, the impact on newspapers can be profound and widespread," Circuit declared.

Although San Diego and Los Angeles-based newspapers use vending racks in El Cajon, they decided not to join *The Door* in the lawsuit, "although they were sympathetic and are watching this case closely for possible effect elsewhere," the lawyer said.

No time has been set for trial or for a summary judgment motion.

Editorial supervisor sought by Canadians

Appointment of a bilingual supervisor of editorial service to co-ordinate efforts of the Canadian Daily Newspaper Publishers Association was agreed to at a Council meeting of the organization at Banff, Alta.

The unanimous decision was reached after the proposal had been discussed at several previous meetings. The object is to improve the editorial quality of Canadian newspapers.

The general council adopted a resolution approved earlier by the CDNPA editorial division.

The resolution reads:

"Editorial division recommends that the position be established within the structure of CDNPA with responsibility for organizing and conducting editorial-newsroom seminars, developing a continuing information process accumulation of newsroom resource material and remaining liaison with the Canadian Managing Editors' Conference."

A maximum budget of \$35,000 for the first year of operation for the office of supervisor of editorial services was approved.

"The person we are looking for will definitely be bilingual."

The real

Through this area, in only one of the oil pipelines that lies beneath it, have moved 24 million gallons of energy in the past month. Energy that powers industry, homes, cars, planes, ships, trucks. Energy that sustains the life style Americans have come to take for granted.



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Continuity of supply by responsible energy companies that have demonstrated their concern for the environment.

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2:02'—1—28,139

7- 6 BR ft clm2500
6-28 BR ft clm2000
6-18 Sher ft pref-2
6-14 Sher ft qua
4-24 BB! ft clm1500
4-18 BB! sy clm2500
4- 5 BB! ft clm2500

b.h.11, VictorySong-TillysFilly
Jean Guy Lareau, St. Mathias, Quebec

JEAN-GUY LAREAU, Blue, White

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| m :31' | 1:05 | 1:37" | 2:09" | 3 | 4 | 5 | 2" | 2' | 2' | 2:09" |
| m :30" | 1:04' | 1:37" | 2:10 | 5 | 2" | 2 | 3 | 2' | 1' | 2:10 |
| m :31' | 1:04' | 1:37 | 2:09 | 7 | 7 | 7 | 6" | 5 | 5" | 2:10" |
| m :31' | 1:04' | 1:37 | 2:11 | 5 | 1 | 1 | 1 | 1 | 1" | 2:11 |
| m :31' | 1:05 | 1:37" | 2:10 | 2 | 6 | 6 | 6 | 3" | 4 | 2:10 |
| m :32 | 1:05' | 1:37" | 2:11 | 7 | 8 | 8 | 9 | 9" | 5" | 2:11 |
| m :32' | 1:04' | 1:35" | 2:08 | 6 | 9 | 9 | 9 | 9" | 8" | 2:11' |

2:10 BR
2:09 Lon

1972 11 1 1 0 1,023
1971 25 3 2 3 1,655

Trainer—J. Lareau

| | | |
|--------------|---|---|
| 8:20 J Lare | HighDorneau Winker ChiefMaynard | 7 |
| 5:30 J Lare | Winker BoyTrust JHenryM | 8 |
| 11:30 M Chag | FarriorJugChief SylvieBunter AdiosCaretaker | |
| NB M Chag | Winker ExpressCvolomite SilverSonnelt | |
| 8:00 R Norm | ConsulRichelieu TommysPride JeffKirk | |
| 67.95 R Norm | DarnGoodScout MarshoMir LouAdio | |
| 52.00 R Norm | FairwellLight HappyMir AnnieTopfield | |

★ Tabular matter showing justified columns, quadded left, center and right.

WINE SALE

RED WINES

(Wm. Sokolin Selections)

| | |
|-----------------------------|---------|
| 1971 Beaujolais..... | \$24.00 |
| 6 cases (ea.)..... | 18.00 |
| 1971 Cotes d' Rhone..... | 24.00 |
| 6 cases (ea.)..... | 18.00 |
| 1967 Chateaufneuf du Pape.. | 39.00 |
| 6 cases (ea.)..... | 33.00 |
| 1970 St. Emilion..... | 27.00 |

Case of 12

It is one of the difficulties, but also delights, of teaching a course in Jacobian England, that most students arrive for the first class with strong preconceptions concerning the society they are

★ Initial "cap" capability.

In response to a specified tape code, all lines of a paragraph may be automatically indented.

In response to a specified tape code, all lines of paragraph may be automatically indented.

After the first line of a paragraph is set to the full column measure, subsequent lines may be automatically indented to a specified measure.

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BABYLON, N. Y. 00713

★ Automatic hanging and paragraph indents set in unjustified mode.

★ Display ad produced with tabulating and automatic leadering routines.

WASHINGTON (AP)—President Nixon asked Congress Wednesday to give the Coast Guard added authority to protect against

WASHINGTON (AP)—President Nixon asked Congress Wednesday to give the Coast Guard added authority to protect against oil spills and said he will seek \$35

★ "Wire stripping" example—first measure is from original wire service tape; second measure shows same tape "wire stripped" with line measure changed.

★ MICR characters set in precise position and size.

The subject of grades comes up at one of the political education workshops. It is held in a corner of the 25 participants, led by Robert Weiss, associate professor of history, are having a rambling discussion, at the ridiculous with these options to tell an instructor what grade you want. "But this way, that you were only a card or a number." Weiss says. "It's become a very personal situation. It has all several students are putting down the marking system, so Victor Skolnick, a history instructor, indulges at the end of the line. People sell themselves with their grades . . . Let's face it: we're a service organization.

★ 6-point composition set to full 45-pica measure.

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- ☐ The Mergenthaler V-I-P, And "How I can use it and own it for as little as 55¢ an hour."
☐ The Mergenthaler V-I-P Keyboards ☐ The Mergenthaler CorRecTerm
☐ The Linotron 505 ☐ "How to Make a Rational Choice . . ."

Name

Firm

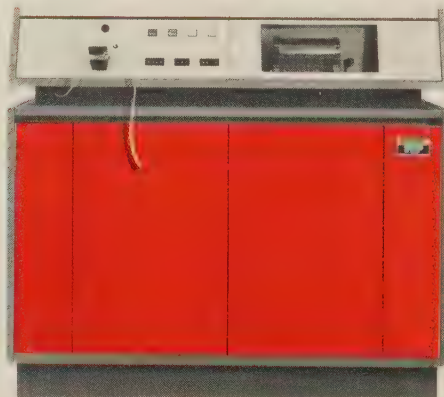
Street Address

City State

Zip Phone 287B

Mergenthaler V-I-P

... is available in ten models, offering an unexcelled range of capabilities, including: 36 or 45 pica lines; 6 to 48 or 6 to 72 point size ranges; display sizes to 96 point; 6, 12 or 18 font capacity. Speed is 50 lpm.



Mergenthaler systems are productive profitmakers, because . . . +2
 Mergenthaler systems are productive profitmakers, because . . . +1
 Mergenthaler systems are productive profitmakers, because . . . NORMAL
 Mergenthaler systems are productive profitmakers, because . . . -1
 Mergenthaler systems are productive profitmakers, because . . . -2
 Mergenthaler systems are productive profitmakers, because . . . -3
 Mergenthaler systems are productive profitmakers, because . . . -4
 Mergenthaler systems are productive profitmakers, because . . . -5
 Mergenthaler systems are productive profitmakers, because . . . -6

ELECT.

Test & Troub.
 Knowledge c
 Various test experience.

Excellent Starting Sa
 Good Benefits Package
 APPLY IN PERSON OR CALL
 NY 4-4220

MABDA

Subsidiary of GAROD Instruments
 Rt. 111 at Paylis Dr., Meville, N.Y.

Help Wanted—Female 175 —

ASSISTANT TO NOBODY — Just a plain diversified clerk typist and switchboard. Trainee considered. Permanent position. Must have own transportation. Carlstadt area. Call Mr. Grunch, 933-8282.
 An equal opportunity employer

ASSIST. BKKPR. — Brite, good at figures, willing to learn bkpg. mach. Air cond. office. Benefits. Carlstadt area, car nec. Salary open. Mr. Lubow, 933-6700.

ATTRACTIVE AND AMBITIOUS, CAR NEC, EVES & SATS. EARN \$70 OR MORE WEEKLY. CALL 4-7 P.M., 748-0490.

★ Examples showing lines with letterspacing increased and decreased in increments of 1/9th of a point — automatically from tape command.

Relative Unit Capability

Normal:
 Vexatious Yale Tape Worm

Minus one unit
 Vexatious Yale Tape Worm

Minus two units
 Vexatious Yale Tape Worm

Minus three units
 Vexatious Yale Tape Worm

Minus one, two and three units.
 Vexatious Yale Tape Worm

★ Kerning examples of specific letter combinations: degree of tape control is in increments of one relative unit.

Fruit Drinks All Flavors

10 12-oz. cans 99¢

| | | |
|---------------------|---------------|-----|
| Hills Mayonnaise | QT. JAR | 48¢ |
| Kraft Dressings | 8-OZ. BTL | 33¢ |
| Lindsay Ripe Olives | 7 1/4-OZ. CAN | 89¢ |

★ Large display sizes (72-point) and tabulation with font change capability insure rapid ad production.

★ Classified text set in unjustified mode in which rules and displays are automatically mixed and inserted.

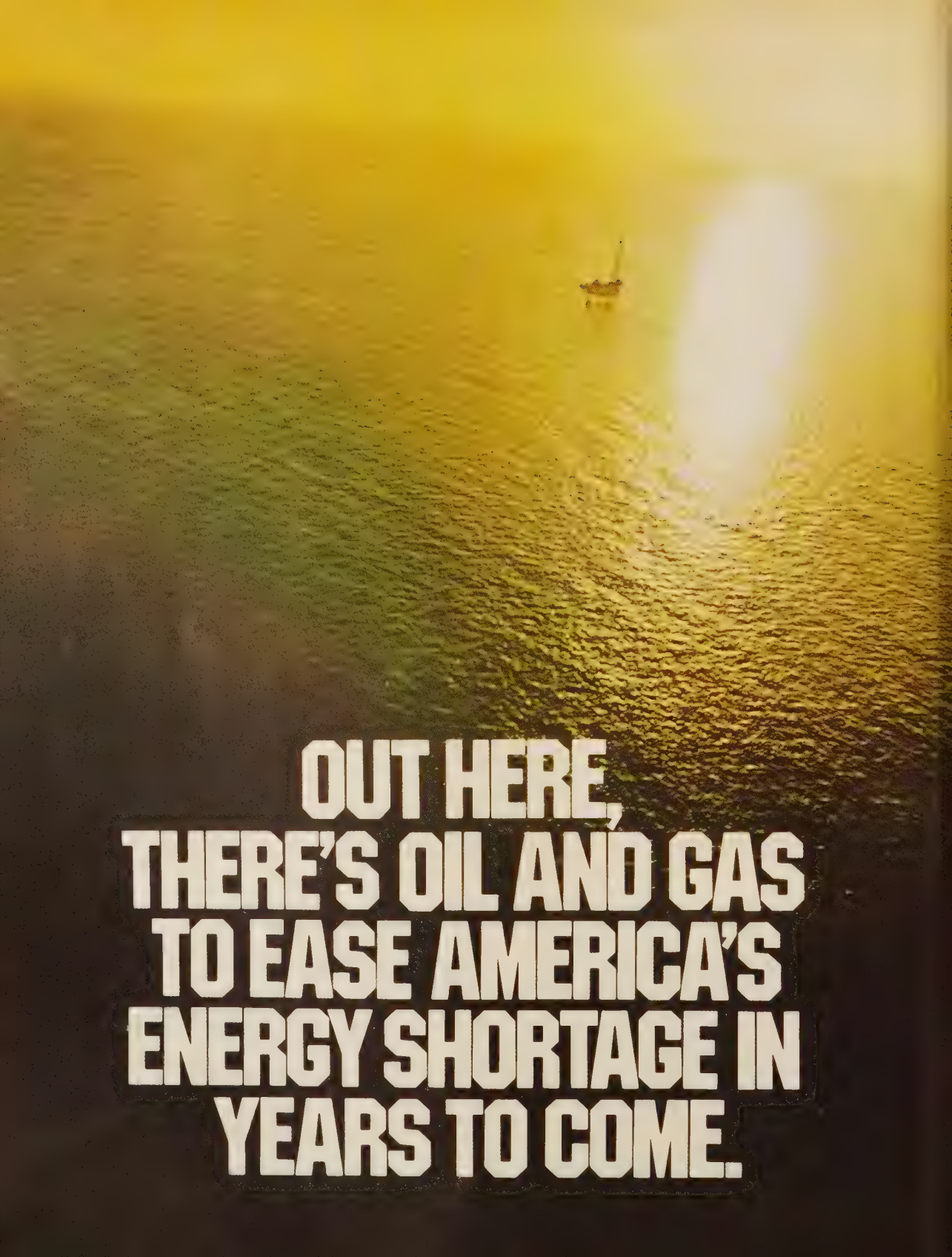
ie student center and its subject is "The Teacher and Authority." About out by four students playing a somewhat raucous game of bridge. "It's lies, "at least he sees the student before he makes up the grade. Before bargaining situation." The discussion turns to the value of grades and sm. "Grades are not useless," he says. "They'll be turned into money a labor force to go out on the job market." Students and an occasional

The Mergenthaler V-I-P will set complex composition unobtainable in units well above its price class. The examples shown represent some of the formatting capabilities that can be accomplished with minimum keyboard, mark-up and make-up procedures. Result: truly fast thruput speed that lines per minute specs don't show. The V-I-P adapts to the ever changing typographic requirements; its expandable computer continues to be reprogrammed to meet these changes. Instance: the V-I-P can now control degree of letter spacing by tape commands; also degree of kerning of troublesome letter combinations. Up to 18 on-line fonts are available; and any one can be replaced in seconds. Mergenthaler Linotype Company, Mergenthaler Dr., P.O. Box 82, Plainview, N. Y. 11803.

Mergenthaler

an Eltra company

The versatile
 Mergenthaler V-I-P
 sets and makes-up
 all this composition
 without added
 software charges



**OUT HERE,
THERE'S OIL AND GAS
TO EASE AMERICA'S
ENERGY SHORTAGE IN
YEARS TO COME.**

EXPERTS SAY THAT BENEATH OUR COASTAL WATERS THERE'S ENOUGH OIL AND NATURAL GAS TO MEET A SUBSTANTIALLY LARGER PORTION OF AMERICA'S ENERGY NEEDS.

PRESIDENT NIXON HAS DIRECTED THE SECRETARY OF THE INTERIOR TO INCREASE THE RATE OF LEASING OF OUTER CONTINENTAL SHELF AREAS FOR EXPLORATORY DRILLING.

THIS IS AN IMPORTANT FIRST STEP. THERE MAY STILL BE DELAYS BECAUSE OF ENVIRONMENTAL CONCERNS.

THE HISTORY OF U.S. MARINE DRILLING SUGGESTS THAT THERE WOULD BE SMALL RISK IN PROVIDING THE NATION WITH MUCH-NEEDED NEW SUPPLIES, WHICH COULD BE AVAILABLE WITHIN A FEW YEARS.

During the winter of 1972-73, some Americans experienced shortages of natural gas, certain heating oils, jet fuels, diesel fuel.

In the spring and summer of 1973, gasoline shortages.

Why?

Because the United States is using more energy than it is producing. Domestic reserves of oil and natural gas are being consumed much faster than replacement reserves are being discovered and developed. The growth of refining capacity also lags far behind the rise in demand.

Oil and natural gas supply 77 percent of all the energy this country uses, including nearly 40 percent of our electricity.

How Marine Drilling Could Help.

There are no quick and easy solutions for America's energy problems. But one that offers great promise

toward meeting our future demand for energy is to expand exploration and drilling in our coastal waters.

Marine production already supplies almost 18 percent of our domestic crude oil, nearly 17 percent of domestic natural gas. Without these contributions our energy situation would be far worse than it is.

The United States now uses 17 million barrels of oil a day, more than 6 billion barrels a year. A larger share of this could be supplied by marine wells, perhaps within five years, if leasing for exploratory drilling is expanded rapidly.

According to U.S. Geological Survey estimates, the nation's Outer Continental Shelf may contain from 160 to 190 billion barrels of crude oil, 25 or 30 billion barrels of natural gas liquids, and from 820 to 1,110 trillion cubic feet of natural gas that are probably recoverable.

"Recoverable," that is, after the investment of billions of dollars and years of time in their development.

Oil: A Source of Public Revenue.

Marine drilling areas are owned either by the federal government or by state governments.

As a taxpayer, you'll be interested to know that under present laws the federal government and coastal states would receive bonuses, rents and royalties from leasing.

These could be important sources of public revenue. During 1972, the federal government received over \$2.6 billion in royalties, bonuses, and other payments from Outer Continental Shelf oil and gas production.

Drillable portions of the Outer Continental Shelf add up to more than one million square miles, one-third as large as the total land surface of the "lower 48" states. To date, less

than two percent of this vast area has been leased for drilling. In his Energy Message to Congress on April 18, 1973, President Nixon stated that he has directed the Secretary of the Interior to increase the annual acreage leased, beginning in 1974.

The Record of 17,000 Wells.

Drilling in American coastal waters began more than a quarter of a century ago. Some 17,000 oil and gas wells have been drilled in the marine environment. Yet only four marine oil well accidents have posed a serious pollution problem, and none of these resulted in permanent damage to the environment. And technology continues to be improved.

Yet in recent years, environmental opposition has delayed the orderly development of marine resources that are more urgently needed every day.

The Real Shortage Is Time.

There is a pressing need to increase domestic supplies of oil and natural gas, and to build new refineries, terminals, and other facilities to get products to consumers.

The United States will not "run out" of energy in the near future. But, because of the long lead time required to develop new energy sources, we cannot safely delay action that could increase those supplies. The need is real, and so is the urgency.

To tell you more about a vital subject, we've prepared a booklet, "The How and Why of Undersea Drilling." Write to Dept. E1, American Petroleum Institute, 1801 K Street, N.W., Washington, D.C. 20006 for your free copy.

A COUNTRY THAT RUNS ON OIL CAN'T AFFORD TO RUN SHORT.

THE OIL COMPANIES OF AMERICA

College 'kid' editors pursue bold tactic

Student editors of the *Atlantic Sun* who kept their jobs by court order have begun to taunt the new president of Florida Atlantic University at Boca Raton by publishing pictures of nudes.

Last Spring the editors of the campus newspaper were fired by the university president who deemed their product unworthy of the community. They went to court and won a decision by a state Supreme Court judge that barred the college administration from interfering with their editorial judgment.

In their first issue this semester the editors charged that the new president, Dr. Glenwood Creech, who came from the University of Kentucky, was stopping dissemination of sex education materials. The article was illustrated with a rear view picture of two nudes which appeared on the cover of an abortion brochure.

Dr. Creech denied the accuracy of the story and criticized the editors' judgment in printing the picture of nudes. He offered the *New York Times* and the *Miami Herald* as examples of better journalism, suggesting the students might emulate them.

In their next issue the students retorted by printing a *New York Times* photograph of naked youths at the Woodstock Rock Festival in 1971.

"President Creech is wrong," said the *Sun* editorial. "Today's *Sun* carries a photograph which certainly showed more flesh than the *Sun* picture. So you do find nude pictures in 'more responsible' publications."

"Creech's obvious lack of journalistic knowledge merely points out what the courts have stated time and time again—a university president shouldn't in any way determine what is printed in a student newspaper."

The Florida court gave the FAU president the alternative of abolishing the campus newspaper, withdrawing university financial support from it, or giving the "kids" a free hand under the protection of the First Amendment. At the University of Kentucky, Dr. Creech played a major role in eliminating the official status of the campus newspaper and forcing it to be self-sustaining.

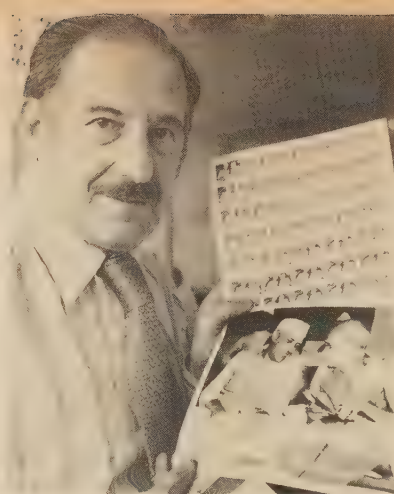
Pollution report ready

In light of the current federal, state, and local regulations on hydrocarbon emissions, the Graphic Arts Technical Foundation is making available, on an industry-wide basis, a special report on control technologies applicable to web offset.

The GATF report reviews and rates nine possible systems of control based on published trade literature, personal communications along with GATF field experiences and evaluations.

The report is supported by the Heatset Committee of the Environmental Conservation Board and the Web Heatset Committee of GATF.

The report is available from GATF for \$10 for members and \$20 for non-members.



HIS PHOTO—The government of India has issued a special commemorative stamp designed from a photograph made by Max Desfor, Associated Press photographer. The photo shows two Indian leaders, Pandit Nehru and Mohandas Gandhi, chuckling together on the opening day of the All-India Congress committee meeting in Bombay, July 6, 1946. In the photo above Desfor, who is now AP's Asia photo editor, based in Tokyo, holds a block of the new stamps.

Spielman scholarship

Nationwide Insurance has announced it will sponsor two \$300 Sigma Delta Chi journalism scholarships this school year in the memory of John E. Spielman, who headed Nationwide's communications department before his death in May, 1972. An award-winning newspaperman with the *Johnstown* (Pa.) *Tribune-Democrat* for 20 years, Spielman served in Nationwide's public relations office for 16 years.

Southam publisher says he still calls the shots

Group ownership of Canadian newspapers does not threaten the editorial independence of member dailies, the president of the Canadian Daily Newspaper Publishers Association said Thursday (September 28).

John Muir, publisher of the *Hamilton Spectator*, a member of the 13-paper Southam chain, said the fact that two-thirds of the country's dailies are controlled by three or four groups is "not an issue."

"There is certainly no semblance of dictation, control or even guidance, concerning policies or attitudes in anything that appears in member papers. The publisher is completely autonomous in that field."

However, there may not be a willingness on the part of individual publishers in isolated cases to champion a cause where it is not convenient to do so for the groups, he said.

"But publishers as a group are pretty independent people who take strong stands."

Four cities will host annual NPPA flying course

Four cities, coast to coast, will be centers for photographers attending the annual Flying Short Course of the National Press Photographers Association the week of October 21.

A faculty of photojournalists will give day-long presentations before hundreds of news photographers, tv cameramen, and students October 21 in Newark, followed by Indianapolis, October 23; Houston, October 25, and Seattle, October 27.

Eddie Adams, Pulitzer Prize winner and former AP special features photographer now with *Time Magazine*, is on the faculty, as is Toby Massey, who heads the AP photo staff in Washington. Other faculty members are: Tom Hardin, Sunday Magazine, *Louisville Courier-Journal* and *Times*; Rich Clarkson, photo department manager, *Topeka Capital-Journal*; Larry Schiller, still and film photographer; Ed Dooks, WBZ-TV Boston, four-time winner of the New England Newsreel Cameraman of the Year title, and David Eisendrath, photographer/consultant.

Tree book published by paper company

Marking the 75th anniversary of the founding of the International Paper Company, the company has sponsored publication of "The International Book of Trees" just published by Simon and Schuster.

The fully illustrated and indexed book of 228 pages in 9 x 11½ format was written by Hugh Johnson and is said to be the first book to include all the major garden and forest trees of the temperate world. It covers the structure and cycle of trees, their history, planting and pruning, etc., with a complete index.

The book (\$29.25) has been selected by the Book-of-the-Month Club for offering to its members.

Third N.Y. union ratifies new contract

Members of the Newspaper and Mail Deliverers have ratified a new contract with the *New York Times*, *New York Post*, and *New York News*.

The deliverers joined the mailers and machinists in ratifying two-year contracts with the three papers. Still to be reached are agreements with seven other unions, including the printers, who have broken off negotiations pending the outcome of a suit by the Times, expected this week, for a permanent ban against shop meetings during working hours.

Meantime, members of The Newspaper Guild were scheduling a vote on a strike authorization.

he Nikon Photojournalist

Another of the Nikon Professional Services

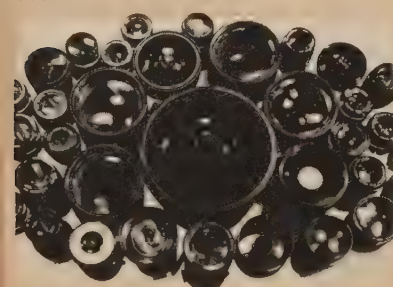
First in a Series

The photojournalist as a creative photographer

You know it better than anybody. The role of many a newspaper photographer has changed significantly in recent years. There's a lot less fire engine chasing, and even fewer women's club meetings. And a lot more features requiring original, creative photography. The day of the old-fashioned fire-eating press photographer with his Speed Graphic is gone. The day of the sensitive, thoughtful photojournalist with his Nikon is upon us.

If anything, the job is tougher. You're no longer just a recorder of events (if indeed it was ever that simple). You've got to add something of yourself. Oftentimes, you're expected to turn ordinary, mundane subject matter into fascinating photographs.

Next to your own originality, your best friends at times like these are the 40-some Nikkor lenses available for your Nikon. Get a wild perspective on that oft-photographed landmark with a 20mm or 24mm, or even a Fisheye. Coming soon, a 15mm, plus a new 16mm Fisheye Nikkor that covers 170° but fills the whole frame. Or, at the other extreme, show your readers Main Street as they've never seen it, compressed by a 500mm or 1000mm Reflex Nikkor. In between, a world of possibilities. Close-ups of familiar objects that are unrecognizable but fascinating—made possible by the famous 55mm Auto-Micro-Nikkor. Editor wants something about speeding traffic on the highway? Wow him with a zooming-while-shooting shot, using a 50-300mm Zoom Nikkor.



In subsequent editions, we hope to show you examples of how other photographers have used Nikkor lenses to solve problem assignments. In fact, if you have some good examples of your own, we'd like to see them.

Motor Drive for the non-sports photographer

"Did you take the picture yet?" asks the nervous subject. "I just took 15 pictures," says the grinning photographer. And, despite a tense, uptight person, the clever, well-equipped photographer will almost certainly come up with at least one natural, unposed, pleasing photograph.



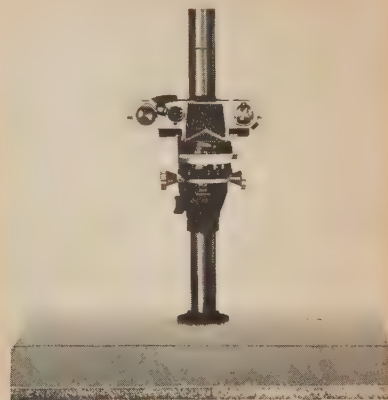
Outside the courthouse, a sullen defendant suddenly, unpredictably goes berserk, punches the deputy who's escorting him. It's all over in a second, and most of the photographers come away with aftermath shots that don't even make the second section. One guy gets the peak of action and, in fact, a whole sequence. He, needless to say, makes page one.

Both of these heroes, as you guessed, had motor-drive-equipped Nikon cameras. Neither has ever shot a football game or any other kind of sporting event, but neither would ever be caught without his motor drive. It's a reassuring feeling to be always ready for the next shot—and once you try it, you'll be hooked! Motor drives which fire at rates up to 4 frames per second can be fitted to any Nikon F Camera, and 5 fps motor drives will soon be available for

any Nikon F2—and require no adaptation! And there's a whole sub-system of motor drive accessories which we'll tell you more about if you'll write.


A cure for your back problems

Interviewed a photographer in the bending-over position the other day. He was copying a bunch of interesting books for a feature story on the local library. He was saying unpleasant things about (a) the pain in his back, and (b) the fact that there wasn't any way to rig his tripod up for this kind of closeup shooting. Since he was using his trusty Nikon, we had a revelation



for him: Nikon makes a moderately-priced gadget just for such occasions. It's a handy copy stand called the Nikon Reprocoppy Outfit. There are two models—one for normal, stay-in-one-place use, and a second which comes with its own carrying case.

An invitation

We'd like to be genuinely helpful in this space. Your questions on any Nikon product or service—or any photographic problem—are most welcome. One service you might find especially interesting: the Nikon School of Photography; ask about it. You're also invited to send us any unusual photos or stories about you and your Nikon. We might even publish them! Just address your letters to The Nikon Photojournalist, Garden City, N.Y. 11530. 

SIDNEY ALLISON, formerly a creative director with Ogilvy & Mather, Toronto and Houston, Texas—named communications advisor to the Ministry of the Solicitor-General, Provincial Government of Ontario, Canada.

* * *

LEON BRADDOCK, advertising production manager, *Tampa Tribune* and *Times*—retired September 20 after 40 years in the business and 37 with the Tampa papers.

* * *

MRS. EULINE MILLS, administrative manager of the *Gainesville (Fla.) Times*—retired after more than 22 years of service. Mrs. Mills who began work at the *Times* May 20, 1951 as office manager for the newspaper and radio station, is the first employee of the paper to retire.

* * *

DAVID J. SIWEK, a 10-year veteran of the *Lansing (Mich.) State-Journal's* circulation department—named Gannett's first annual district sales manager-of-the-year for outstanding performance in a district with unusually high and frequent resident turnover because of its setting as the home of Michigan State University. In seven years there have been no bad debt write-offs in his district. He and his wife will receive a week's expense-paid trip to Hawaii.

news-people



PROMOTIONS—Four members of the advertising staff of Huntington Publishing Co. have been promoted to new assignments. They are from left: Dick Holtz, display advertising manager; Thomas Dandelet, advertising manager for national, food and key retail accounts; Roger Brooks (seated), sales manager for special accent advertising, and James Odum, advertising sales manager for retail sales.

What have we been doing lately?

Matching Sellers with Buyers and negotiating sales. Here are some we've done lately:

Medford, Ore., **Mail-Tribune** to Ottaway Newspapers, Inc.
 Kittanning, Pa., **Leader-Times** to Thomson Newspapers, Inc.
 St. Charles, Mo., **Banner-News** to Ogden Newspapers, Inc.
 Tiffin, Ohio, **Advertiser-Tribune** to Buckner News Alliance
 Corning, N.Y., **Leader** to Howard Publications
 Traverse City, Mich., **Record-Eagle** to Ottaway Newspapers, Inc.
 Tell City, Indiana, **News** to Newspapers, Inc.
 Greenfield, Ind., **Daily Reporter** to Home News Enterprises.
 Opelousas, La., **Daily World** to Worrell Newspapers, Inc.
 Brazil, Indiana, **Daily Times** to Nixon Newspapers, Inc.
 Greensburg, Indiana, **News** to Worrell Newspapers, Inc.

We've also been doing a number of Appraisals for estate and gift tax purposes, and other considerations.

We will be at the Drake for the INLAND DAILY PRESS ASSOCIATION MEETINGS if you wish to chat with us.

George J. Cooper Associates

Consultants — Sales Negotiators — Brokers — Appraisers
 330 SUNRISE HIGHWAY

ROCKVILLE CENTRE, NEW YORK 11570

AREA CODE 516 - 764-2414

George J. Cooper

Maurice K. Henry

PAUL R. LAROCQUE, assistant manager editor of the *Battle Creek (Mich.) Enquirer* and *News*—promoted to managing editor. LaRocque was executive of *San Mateo (Calif.) Times* before joining the *Enquirer* and *News* in October, 1971.

* * *

WILLIAM G. GERVON, business manager for the *Trentonian*, Trenton, N.J.—promoted to assistant general manager.

* * *

JERRY ARNOLD, previously production manager—promoted plant manager for *News-Texan Inc.*, whose six suburban dailies and one weekly are printed at Farmers Branch, Texas.

* * *

RONALD OZIO, special education teacher and assistant principal—to the *Port Isabel (Tex.) Press* as news editor.

* * *

ROYDEN A. GRIMM—named assistant managing editor of the *Oakland (Calif.) Tribune*.

* * *

HOYT SANDERS, previously with the *Clearwater (Fla.) Sun*—to the *Jackson (Tenn.) Sun* as assistant marketing director.

How to protect yourself against Publishers Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U.S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office. **Employers Reinsurance Corp.**, 21 West 10th, Kansas City, Missouri 64105. Other U.S. offices: New York, San Francisco, Chicago, Atlanta, Houston.

in the news



NEW PNPA OFFICERS—John H. Baum, publisher of the *Harrisburg Patriot-News*, right, was elected president of the Pennsylvania Newspaper Publishers Association. Next to him are Clarence Bowers, center, *Zellienople News-Record*, a weekly, vicepresident; and Richard A. Swank, publisher of *Duncannon Record*, also a weekly, secretary-treasurer.

Journalism awards

BUSINESS

Four newsmen are winners in the Ninth Annual INGAA-Missouri Business-Journalism Awards Competition which honors excellence in reporting of the American economy.

Roy M. Fisher, dean of the School of Journalism at the University of Missouri-Columbia, announced the winners. The competition is sponsored by the UMC School of Journalism and College of Administration and Public Affairs through an annual educational grant from the Independent Natural Gas Association of America.

First prize in each of the four categories is \$1,000—and a trophy.

Dan Foley, *Lee Newspapers State Bureau*, Helena, Mont., was the winner in category I for a four-part series on the influence of corporate power in Montana.

European *Stars and Stripes* special projects team won in Category II for stories on "Buying U. S. Land Overseas." Members of the team include Bob Wicker, George Everl, Peter Jaeger, Regis Bossu, Ed Reavis, Ken Loomis and Jim Cole.

Winners in Category III are Sandra Salmans, David Pauly and Rona Cherry of *Newsweek* for stories on "The High Cost of Eating."

A series in *Institutional Investor* on "The Culture Crisis: Can Our Nonprofit Institutions Be Saved?" won Category IV. Team members are Fred Bleakley, Nancy Belliveau, James C. Crimmins, John S. DeMott, Solveig Jansson, Lana Math and Harvey S. Shapiro.

The awards will be presented at a banquet and symposium at the University of

Missouri-Columbia November 16-17.

HUMOR

The Philips Prize or Premio Philips as it is known in Italy was awarded to Bill Brown and Mel Casson, for their comic strip "Mixed Singles." The award was made at the annual International Salon of Humor in Bordighera, Italy.

ANESTHESIOLOGISTS

Nancy Blades, former staff writer for the *Home News*, New Brunswick, New Jersey, was named winner of the 1973 Journalism Awards Competition of the American Society of Anesthesiologists.

Allan B. Gould, Jr., M.D., chairman, ASA Committee on Communications, announced the selection in the Eighth Annual Journalism Awards Competition. Miss Blades received a cash prize of \$500.00.

She was chosen for her five-part series, "Medicine's Mystery Man," in the May 27-June 1, 1973, issues of the *Home News*.

John A. Park, Jr.

Confidential Handling

Newspaper
Ownership Changes

(919) 782-3131

BOX 17127 RALEIGH, N.C. 27609

17 Years Nation-Wide Personal Service

DENTAL PRIZE

Pat Atkinson, medical writer for the *Tulsa (Okla.) Daily World*, and Don A. Schanche, a free-lance writer from Larchmont, N.Y., won first place honors in the newspaper and magazine divisions of the 1973 American Dental Association Science Writers Award competition.

Mrs. Atkinson was awarded first prize in the newspaper division for six articles published during the competition year on preventive techniques, dental research, orthodontics and rehabilitation of cleft palate patients.

Schanche's prize-winning article, "Dentistry's New Approach to Chasing Pain," was published in the October 1972 issue of *Today's Health* magazine. His article was on the efforts in dentistry to "decondition" the patient's expectations of pain by treating not just the tooth but the whole person. Schanche is former editor-in-chief of *Holiday* magazine.

Mrs. Atkinson and Schanche will both receive plaques and \$1,000 cash awards at the Association's 114th annual session, Oct. 28, in Houston.

This is the eighth year in which the competition has been conducted by the ADA and supported by a grant from Lever Brothers Company.

KEVIN WALSH, former sports writer, *Boston Globe* and *Quincy (Mass.) Patriot Ledger*—named public relations director, New England Whalers hockey team.

RONALD KUHNE, editor-general manager, *Connecticut Sunday Herald*—married to his secretary, BRIDGET ROWE.

ANDREW P. KAVULICH of the Binghamton (N.Y.) Press Co.—named controller and treasurer of Westchester Rockland (N.Y.) Newspapers, succeeding CARL PHARES, who has resigned.

MRS. JOAN VALLES—appointed women's editor of *White Plains (N.Y.) Reporter Dispatch*.

HELP US TO HELP YOU BETTER! There is no need for you to fill requests for missing tearsheets on national advertising. Instead forward the request to ACB. We will fill it promptly and tell your advertiser to always come to ACB for missing copies. Advertising accounts change agencies . . . your employees may change. But ACB keeps at it. This is our 54th year.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue, South
CHICAGO, 434 S. Wabash Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio
SAN FRANCISCO, 20 Jones Street

Rol-Set

ROL-SET — A new name — a new product for the quality conscious newspaper. And economy minded as well. The name may give you a clue, but here is the story.

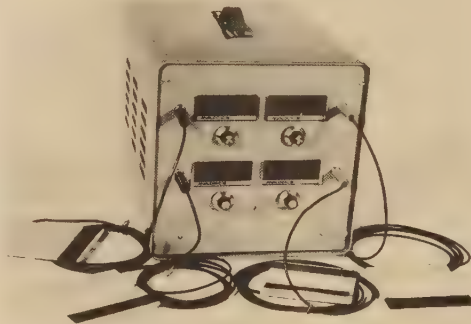
With the ever growing shift to shallow relief plates, roller setting has become critical. To supplement the finest press saddle made, Graph-A-Tronics now offers an electronic device to quickly and accurately set press rollers. Here is how it operates:

ROL-SET is a solid state electronic device which measures the pressure (and resulting flat) between a roller and the surface that it contacts. The measurement is displayed on a 3 digit readout. Four readouts are provided. They are fed from four probes. Two probes are inserted, top and bottom at each end of the roller to be set. The readings are noted. Adjustments are made until the four readings are the same. The probes are removed and the job is done. It is only necessary to know what number corresponds to the width flat that you desire. You determine this by taking a "picture" and a test reading with one probe.

Average time for setting a roller is around five minutes. Accuracy and uniformity is near-perfect.



MADE BY:



**A STEEL SADDLE IS
THE BEST THING NEXT
TO A STEEL CYLINDER!**



Despite initial reluctance, newsroom switches to OCR

By Gerald B. Healey

Not long after the realization hit the *Kansas City* (Mo.) *Star* newsroom that VDT's, CRT's and OCR's would actually become a reality, a veteran reporter pulled this out of his typewriter and presented it to city editor Tom Eblen:

To hell with the electric typewriter machine.

To hell with the cathode tubes.

They'll slow down production, cause morale reduction

And turn us into blithering boobs.

Hurray for my battered Underwood.

Hurray for my trusty Royal.

Hurray for those wonder white pencils

And all the other artifacts with which we toil.

Modernization? We shun it.

We wanta do it like we always done it.

"So, of course, we immediately began to modernize," Eblen explained to the Mid-American Newspaper Conference in Kansas City recently during a combined editorial and production session.

Since that time the *Star* has completed the first of three major steps, which is virtually total conversion to the OCR (scanner). He estimated that more than 90 percent of all locally produced copy is being handled through two Compuscan 170's.

Remaining steps are the introduction of video terminals and a gradual move into photocomposition from hot metal. This is expected to be completed by the summer of 1974.

City editor convinced

That completion goal may seem ambitious for a newspaper that hasn't even placed an order for VDT's, but the *Star*'s experience with the scanner has convinced Eblen that the newsroom personnel can work anything that the production department can run.

Eblen and Casey Jones, city editor of the *Morning Times* are the two editorial representatives on the *Star*'s technology committee. They were at an editorial workshop in Easton, Pa. (ANPA-RI) and visited three newspapers at Worcester, Mass., Providence, R.I., and Richmond, Va.

They returned to a newsroom containing 12 borrowed Selectric typewriters and a composing room with a new Compuscan 170 installed and ready to go.

Compuscan sent in a woman who quickly established herself as "the most abrasive female we ever met," Eblen said. She was suggesting, among other things, walking around the newsroom and break-

Plant • equipment

ing pencils if she found some poor soul who had given into a habit of 20 or 30 years.

Her truculence proved to be a blessing in disguise, for Jones and Eblen promptly banned her from the city room and took over the training. Classes of one-on-one or of no more than four were conducted. This latter move was the best the city room staff could have made, Eblen said. Each of the 250-member editorial staff had been trained by mid-February and most began typing for the scanner immediately.

Some persons were trained for the scanner even before the permanent Selectrics had arrived. The old manual typewriters were sold to reporters for \$10 each. After giving everyone an opportunity to remove his typewriter, all manual typewriters were simply removed from the newsroom.

Last crutch gone

With that last crutch gone, even the recalcitrants turned to the Selectrics, Eblen said. He believes that reporters really don't need time to adapt to electric typewriters before learning to type for the scanner. The *Star* didn't provide electric typewriters before scanning began. By providing the training as the electrics arrived, reporters were kept from developing bad habits and they were shown how to take advantage of what the new machine could do.

Eblen said that whether they are working with Compuscan, ECRM or any other scanner, reporters or writers will have to learn the little idiosyncracies of each of the machines. Inserts have to be made "just so" and the black pen must be used in a certain way.

Also, when the scanner is first used enough time should be devoted to compare the proofs with the copy sent up. The composing room should be checked if there is still a question of why an error occurred. Chances are it will be a linecaster error rather than scanner, if the plant is still in hot metal.

Problem identification

When the problem is identified, it should be shown to the editors who handled the stories and the reporters who wrote them. Reporters and editors should be taken to the composing room to see the scanner operate. Those who understand the system make it work better, Eblen said.

What has the scanner meant to the *Star* in terms of editorial content? At least 90 percent of the newspaper's writers are experiencing no real difficulties in typing for the scanner. Eblen believes this is true because "we've tried to keep typing for the scanner as close as possible to typing on the old manual typewriters." A few people are significantly slower, however. Practice seems to be solving that problem.

The real delay comes in editing, which takes from one-fourth to one-third longer, particularly if copy requires heavy editing. The editing process requires use of a

(Continued on page 50)

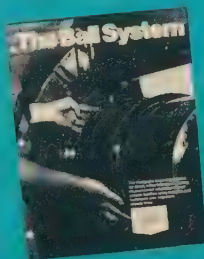


DEATH BY FACSIMILE—The *Nashville Tennessean* is now taking death notices from local funeral homes over a Xerox 400 Telecopier transceiver. Many of the local funeral homes are equipped with the transceivers which can send and receive notices over ordinary telephone lines. Facsimile transmission takes about a minute or two for the average notice and eliminates obit errors. The *Tennessean*'s Brandy Brandon is pictured above operating the transceiver.

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DIVISION OF BALL CORPORATION
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On-line

The *Wall Street Journal* will begin East Coast production testing of facsimile transmission soon, according to assistant national production manager Glen Jenkins. The Journal has been testing the Dacom 300 Telepress system all summer between its Palo Alto and Riverside, California plants.

Jenkins said the Journal was working with AT&T and Honeywell to try to increase transmission rates above what normal channels would provide. The Journal also plans to do some satellite transmission testing "very shortly." Jenkins said the eventual goal is national transmission.

The Journal facsimile system combines Dacom's electronics with a new scanner and film recorder specially developed by Muirhead. The key to the Dacom system is a technique known as digital data compression which reduces transmission costs by cutting the required transmission bandwidth 80%.

* * *

The *Christian Science Monitor* has begun facsimile transmission between its Boston and Somerset, N.J., plants "but not on a steady basis," Monitor spokesman Doug Wilson said. He added he "was not at liberty to say" when full facsimile production use would occur.

The Monitor has a scanner and compressor at Boston and a receiver at Somerset. The Monitor is also using a Dacom 300 Telepress system and also

plans national transmission.

Dacom announced that the Monitor system produced its first newspaper Sept. 7. Additional equipment is scheduled for delivery to the printing plants of the *Economist* newspaper in Chicago and California Offset Printers in Glendale, Calif. Now, composed Monitor page negatives are sent by air to the Chicago and Glendale plants.

* * *

The Denver (Col.) *Rocky Mountain News* has added an eight-unit Hoe Colormatic to its existing press lineup. The press came from the *Washington Daily News* plant; the Daily News merged with the *Washington Star* last year, folding its own operation.

The Rocky Mountain News has been working since last November at dissassembling, moving and installing the \$1.8 million press.

News business manager William Fletcher said the additional press will standardize and improve newspaper delivery times. He noted that daily circulation had increased since 1967 from 193,000 to 221,000 and had outstripped production capacity.

The paper now can be printed at 50% above its previous rate, Fletcher said.

* * *

The *Washington Post* and the *Detroit Free Press* have placed orders for Electronic Design and Services, Inc. Production Totalizing Systems. The Post system will

have a 15 press control capacity with four simultaneous editions being totalized, while the Detroit system will handle in puts from eight presses for four simultaneous editions.

Through use of the totalizing capability presses are signalled to shut down, sequentially in time to prevent overruns. Because of the accurate count of saleable papers, underproduction of preprints is also eliminated.

Heart of the system is the EDS Series 100 Newspaper Sensor mounted on each production stream close to the press. A detector circuit signals malfunction in either the stream sensor or in the back up stacker sensor. Inaccurate bundle count is thus practically eliminated.

The Detroit system will be installed during November. The Washington Post will receive delivery in early 1974.

* * *

The weekly *Opp* (Ala.) *News* has installed a three-unit Goss offset press at a cost of \$60,000, publisher Bob Burgess reports. Capacity of the new press is a 12-page section at the rate of 15,000 per hour.

The press history of the *Opp News* is intriguing. When the paper was founded in 1901, it was printed on an old Washington Hand Press brought to *Opp* from Georgia, that could print only a few hundred single pages per day.

It was replaced with a 28 by 43 Cincinnati Drum Cylinder Press at a cost of \$605 on May 17, 1923. Two other presses have been used before the new offset machines were installed.

OCR switch

(Continued from page 47)

red pen to indicate any changes necessary—the red ink lacks carbon and is not picked up by the scanner.

Word changes must be typed in exactly between the lines being corrected and the next line. Then a black pen must be used to delete unwanted words. All typed editing changes are done on the copy desk, which has "caused a sharp increase in drinking among copy editors," Eblen said.

There certainly can be a temptation to avoid making a minor change because it would mean putting the copy back into the typewriter, Eblen said. But he believes the Star's editing standards have not been lowered. Reporters are more likely to be asked to redo a story that needs major editing changes, however.

For the inevitable reporter whose writing skills do not measure up to his ability in obtaining information, the Star probably will be scanning raw copy and doing all the necessary correcting on a video terminal. For the most part reporters will be expected to continue to turn in scanner ready copy.

The plan is to continue use of the scanner to get news articles into the system and to begin using VDT's as an editing tool. Marriage of the two systems will smooth the path to photocomposition, Eblen believes. He views it as the most practical way for a newspaper of the Star's size to begin taking advantage of the technology that other industries have been benefiting from for years.

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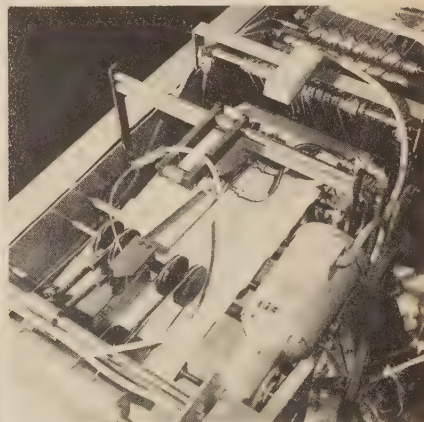
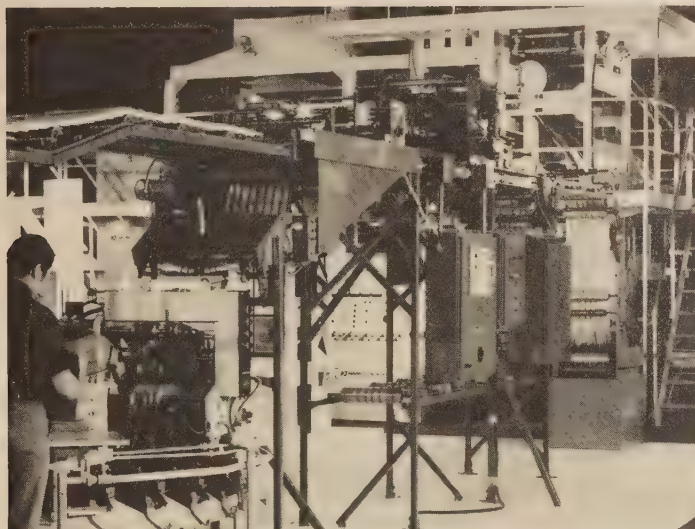
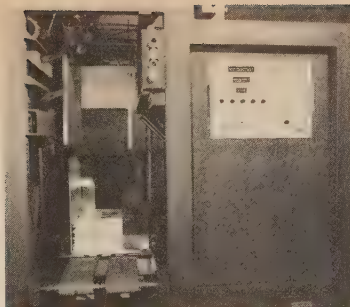
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Communications and
Information Handling

How to improve offset color use page capacity

The production of color in daily newspapers on double-width, semi-cylindrical web offset presses has posed new cost and capacity problems for the pressroom.

Wood-Hoe engineers point out that changing color paging requirements from edition to edition will increase offset press makeready time. When color is added to black pages, press page capacity will be significantly reduced unless the proper amount and configuration of offset equipment is specified and eventually installed.

News letterpress printing plants, over the years, have made efficient use of the color cylinder system as designed into the Colormatic double-width presses for fast color makeready, optimum page capacity and consistent color results. The color cylinder principle, largely taken for granted in letterpress, is usually overlooked in new offset press specifications.

In the following examples, Wood-Hoe's press designers compare various models of running color on a four-unit Lithomatic or Lithoflex double-width, semi-cylindrical offset press to highlight makeready and page capacity problems. These typical examples demonstrate how these problems can be solved when Wood-Hoe's offset color cylinders are specified for an installation. When running four full webs collect,

without color cylinders, a four-unit press will deliver 64 black pages.

The following examples show how the basic press could handle color requirements:

Example 1, 4-Unit Press, No Color Cylinders

The addition of color page impressions will obviously reduce the page capacity of the basic four-unit press. For example, one full web can be split and a half web run through all units to produce 8 four-color pages; the other half webs will produce 32 black pages, resulting in a 40 page product.

Example 2, 4-Unit Press, No Color Cylinders

The press can be webbed to print direct on a half web through the first unit (with reverse image plates), then through two adjacent units to produce a 48 page product: 4 in four-color, 4 in two-color, and 40 in black.

Example 3, 4-Unit Press, One Color Cylinder

The same offset press equipped with one color cylinder utilizing a direct printing lead on one impression, then through an adjacent unit will produce a 56 page product: 4 in four-color, 4 in two-color, and 48 in black.

Example 4, 4-Unit Press, Two Color Cylinders

The press equipped with two color cylinders of the same hand, one each on

adjacent units, will produce a 56 page product: 4 in four-color, 12 in two-color and 40 in black.

These comparisons demonstrate that, when color is required, equipping the Lithomatic or Lithoflex press with color cylinders, webbed as outlined in examples 3 and 4, page capacity can increase up to 40%. Color cylinders can be installed on either right or left hand position, on any unit, initially or later in the field.

The offset color cylinder, a Wood-Hoe feature, consists of one (1) plate cylinder with ink and water motions. It mounts on the unit and runs bearer to bearer with one of the unit blanket cylinders. The color cylinder can be silenced when not in use; it is plated and serviced from pressroom floor level.

This design approach provides a means of incorporating color page capacity on a Wood-Hoe offset newspaper press without consuming more pressroom floor space than required for the basic arch type design units and eliminates the need for superimposing units, thereby eliminating a two level pressroom operation.

Mergenthaler expands software capabilities

Victor Corrado, vicepresident, systems planning and development for Mergenthaler Linotype Company, has announced an expansion of the firm's Graphic Systems Development Department, currently a 19-man organization of software specialists.

Corrado said the Graphic Systems Development Department is comprised of two major groups: Computer Systems Design, which has primary responsibilities for developing new software for all phases of computerized phototypesetting systems; and the Sales Support Group, which is responsible for adapting or modifying existing software programs to meet specific application requirements.

Corrado outlined plans for further recruiting of additional programmers, especially those with experience in producing "total systems" software, including the integration of all input, correction, editing and peripheral data storage and proofing devices.

Recent accomplishments

Among the more recent accomplishments produced by the Mergenthaler software group is the automated classified advertising system for the Linotron 505 phototypesetter. Software systems evolved from an extensive analysis of the requirements of many leading newspapers, publishers and typographers. Almost 300 Linotron 505s have been installed, worldwide, ranging in capabilities from single purpose applications to complex, totally integrated systems involving input devices, video terminals, on-line resident computers and peripheral disc storage devices.

More than 900 Mergenthaler V-I-P's have been sold worldwide with V-I-P systems, many of which are multiple installations among newspapers and commercial organizations.

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Bundle up those old newspapers

Paper pirates are busy at work in affluent Long Island—because of the recent Canadian mill strikes.

In Huntington, West Va., however, the paper collecting is legal and organized by the Huntington Publishing Co., publisher of the *Huntington Advertiser* and *Herald-Dispatch*.

Town fathers in Hempstead, L.I. complained when about 40 per cent of the used newspaper bundles scheduled for

pickup by the town in October were stolen by paper thieves. They cruise neighborhoods in station wagons and trucks and get to the bundles of paper ahead of the town collectors. Town officials, who collect the paper to get extra town revenue and to save wear and tear on the town landfill, say the recent Canadian mill strikes raised the price for used paper from \$8 a ton to \$12 a ton.

20 to 30 pounds a week

"The average home put out anywhere from 20 pounds to 30 pounds of paper a week. We have picked up approximately 35 million tons in the past two years," said town sanitation commissioner

William Landman. The town picks up about 250 tons of newspapers a week. In one week recently, town officials said, paper thieves took 100 tons, cheating the town out of about \$1,200 revenue from the salvage company.

In W. Va. youths in a "Community Resources Development" group notified townspeople they were going to collect old newspapers. In three hours four tons were collected netting the group more than \$40 for its program.

Two Huntington Publishing Co. circulation trucks helped the youths pick up the old newspapers. "We are very sincere in our newspaper enlightenment program, explained Charles Griner, circulation director.

The newspapers also aided when town residents traded in 75 pounds of old newspapers in exchange for a ticket to a Marshall University football game. Grayson Thornton of Waste Packing Co., said, "We took in more than 6,000 pounds of paper in trade for tickets, and between 3 and 4:30 p.m. when school was out we were really crowded."



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Paper recycler plans expansion

Garden State Paper Company, Inc., world's largest recycler of used newspapers, has announced expansion of technical assistance services to western cities with the appointment of Edward P. Sparks as assistant director of governmental affairs.

Sparks, formerly city manager of Lincoln City, Oregon, will join Howard J. Snider, who heads Garden State's governmental affairs division, in working with cities, counties and sanitary districts throughout the western United States to provide technical assistance in the disposal of solid waste.

Snider, presently serving a second term as mayor of the City of Ontario, Calif., noted that waste paper comprises nearly half of the material received at the average California dump site.

"Through modern technology, Garden State is annually producing some 350,000 tons of high quality newsprint entirely from old newspapers, which otherwise would have added to the solid waste disposal problem," he added.

Garden State, a subsidiary of Media General, Inc., operates mills in Garfield, N. J., Pomona, Calif. and in Alsip, Ill., where the operation is a joint venture with Field Enterprises. It numbers some 200 newspapers throughout the United States among its customers.

The firm has embarked on a \$10 million expansion program at its Garfield, N. J. mill to increase newsprint production at that facility from the current 150,000 tons to 215,000 tons annually to meet the growing demand for reclaimed newsprint.

A \$2.5 million expansion of the Pomona mill was recently completed, increasing production at that facility from 85,000 tons to some 110,000 tons annually.

New products

Compugraphic has introduced two new products, CompuDry and CompuKwik. CompuDry is a compact, table top stabilization processor which will rapidly process and dry photomechanical paper. It is priced at \$950.

CompuKwik is also a processor, but does not have the drying feature of the CompuDry. It is priced at \$645.

* * *

Sumner Williams Inc., manufacturer of the 500,000 impression negative working LECTRA Chrome Plate, has announced the immediate availability of a presensitized, positive-working version, the SWI Positive LECTRA Chrome offset plate.

The new plate is processed in three steps in less than 10 minutes. For shorter runs, SWI has introduced a non-chromium plated plate, the SWI Positive Type II. SWI is offering these plates at half price thru November as a special introductory offer.

* * *

Chemco has introduced a new Powermatic Rapid Access System for fast, consistent processing of contacts and line negatives. Contact films can be processed in 75 seconds dry-to-dry from screen positive and negative separation films.

The system consists of film, chemistry and rapid access film processor. Powermatic reproduction film has a stabilized emulsion designed to withstand the high developing and drying temperatures of rapid access processors. The film can be used in any rapid access machine.

* * *

Vandercook is marketing a desk-top electrostatic unit for low-cost, high-speed old type proofs. The Vandercook Column-Proofers turn out proofs at the rate of 25 per minute. The unit is priced at \$1450.

* * *

Berkey Ascor has introduced a new 24x28" Vacuum Printer to replace carbon arcs and xenon printing lamps for plate exposure. The printer is equipped with a high-intensity, sensitivity matched 2KW Addalux light source that punches through for fast, hard, sharp dot exposure.

The Addulux light source is positioned overhead causing plates to be exposed with high resolution and even center-to-corner dot reproduction.

* * *

Matrix Systems, Ltd., of Chicago, has added the Senrac Roll Film Dryer to their line. The dryer has a filtered, temperature-controlled air flow which sweeps film dry, free of dust and drying marks. The dryer incorporates automatic timer and temperature selector.

* * *

A machine which automatically trims long lengths of photocomp copy has been introduced by Trimkleen, of Akron, Ohio.

The patented Trimkleen, according to the manufacturer, will cut paste-up trimming time in half. The Trimkleen, aside from close-cutting ability, also swallows the scraps.

The Trimkleen accepts both short takes and rolls. The unit is priced at \$484.

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The new Holyoke Transcript-Telegram building

Bouncing sound, isolation lowers decibel levels

The *Kansas City (Mo.) Star* is spending \$125,000 on noise abatement in its pressroom. The hearing conservation program must be completed within a two-year period by edict of the Occupational Safety and Health Administration, Jack Byers, safety director of the *Star* told the Mid-America Newspaper Conference in Kansas City recently.

Byers, with a series of color slides showing what has been accomplished thus far, said the OSHA regional office had informed him that preliminary tests made in the *Star* pressroom have been satisfactory.

At the outset of the noise abatement program the first move was to isolate the press room from the reel room. This con-

sisted chiefly of plugging all openings, except stairs, between the two rooms—to the point that tests showed two shifts can work in the reel room without being overexposed to high decibel noise.

The next move was to bring the decibel count down at the press folders. An enclosure was built from the pressroom floor to the catwalk with use of sound barriers to reflect noise. The theory is that noise can be reduced by bouncing it around the upper areas of the room, keeping it from people working on the press room floor.

Heavy wall paneling with doors between press units has been constructed around seven of the *Star's* 15 units. Tunnels were built to reduce noise inside the folder.

Many tests

The need now in the coming months is to absorb more noise at the upper levels of the pressroom. In this endeavor hundreds of tests have been conducted, Byers said.

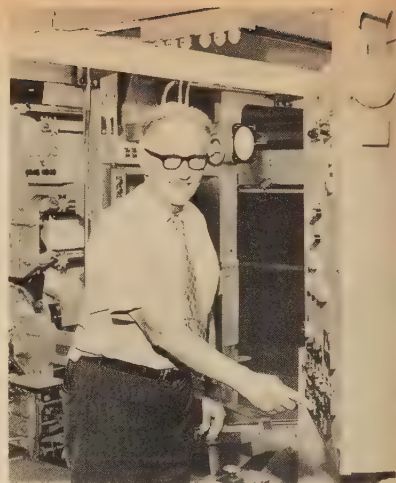
It was discovered that convoluted material—old press blankets, foam rubber material, deck plating, angle iron steel, etc.—reduced noise about six decibels.

Pressmen have been instructed to close wall doors when outside the immediate area of the press, and to leave them open when inside or close to the units.

Another move will be to go above the press and install drafts or noise absorbing material which may take the decibel count down to 90.

Plexiglass is affixed in the paneling to allow pressmen to see if units are in working order. As for folder and reel noise, men working six to 10 feet away are immune from excessive noise due to enclosures of the folders and rotating men on the press change buttons.

A test booth was built and apertures between all pieces of metal sealed. By



BUTTON PUSHER—Holyoke (Mass.) Daily Transcript Telegram publisher Bill Dwight starts up the paper's new 5-unit Goss Metro offset press. The Transcript-Telegram moved to a new building and converted to offset at the same time. Composition is completely cold type and the mailroom is completely automated.

means of insulating the ceiling the decibel noise was brought down under 80, which is an acceptable level.

Lift out for rollers

Paneling and doors for unit enclosures are 24 inches thick. Panels weigh 70 pounds. These can be lifted out to remove and replace rollers. Outside rollers can be brought out through the wall doors.

Byers said pressmen will not have to wear ear muffs or other noise abaters when the project is completed, although there will be necessity for muffs or plugs in some areas when a press man is going to be inside the enclosure for any length of time. Stairways have been constructed to the reel room in between press units, a fact that tends to help bounce sound. These and other efforts have brought the reel room down to acceptable levels.

Byers said the ultimate sought in work areas is below 90 decibels, since above 90 decibels is considered questionable and 112 decibels and above harmful. He said the decibel rate at folders was reduced to 101-102 from 111 shortly after the project began.

Byers figured that cost of press enclosure is about \$80 a running foot or between \$7.50 and \$8 per square foot including material and labor.

Teleprinter connection with China provided

The Peking satellite communications earth station supplied to the People's Republic of China by RCA Global Communications, Inc. has gone into commercial operation handling telephone, teleprinter and other communications services between China and the United States, RCA has announced.

The Peking station is handling regular commercial traffic including telephone, leased channel, telegram and facsimile.

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APP begins late delivery to U.S. papers

Wally Walsmith, vicepresident and general manager of NAPP Systems (USA) Inc., a leading producer of photopolymer printing plates for the newspaper industry, announced that plates being produced at the NAPP manufacturing facilities in San Marcos, Calif., are now being delivered to newspaper customers.

Among the first of these customers to receive and use the NAPP plates in daily production are: Springfield (Mo.) Newspapers Inc.; *El Cajon Californian*; *The Chico (Cal.) Enterprise-Record*; the *Fulton (Col.) News-Tribune*; the *San Rafael (Cal.) Independent-Journal*; San Francisco Newspaper Printing Co. Inc.; and Northeast Publications Inc., Highland Park, Los Angeles.

Walsmith said over 60 leading newspapers in the United States and Canada are now using the NAPP plate in their production operations.

NAPP Systems (USA) Inc. is a joint-owned venture of Lee Enterprises, Inc., Menomonee Falls, Wis. and the Nippon Paint Co. of Osaka, Japan.

Press control system goes to Russian show

MGD Graphic Systems, Rockwell International Corporation, will display its Goss Electronic Control System (PCS) at the Electronpolygraphmash Exhibition in Moscow, October 19-26.

The Russian exhibition will feature electronic equipment as specifically related to the graphic arts industry. MGD was invited to participate in the show by USSR officials following its recent highly successful two-day symposium titled "New Techniques and Production Systems from MGD" held in cooperation with the USSR State Committee for Graphic Arts in Moscow.

Rolf Gronwald, director of International Development and Tom Chapman, senior staff electrical engineer, will attend the show for MGD.

The computerized Goss PCS was developed to allow for quality press adjustments at the fingertips of one man. The push of a button performs ink and compensator presetting plus adjustments of both during the press run.

Laser-Graphic names president

Warren B. Reese has been named president and chief operating officer of Laser-Graphic Systems Inc. (LGS) of Sudbury, Mass., developer of the Laser-Plate for newspaper printing presses.

Reese has been with Kollmorgen Corporation of Hartford, Conn., since 1950,

most recently as group president for its Macbeth Color and Photometry Group and then as senior vicepresident of Kollmorgen.

Last December Gannett announced that it had invested in research of the Laser-Graph system to produce printing plates through a series of non-polluting, non-chemical multiple laser beams directly from photo-composed paste-ups of newspaper pages, eliminating both photograph negatives and all hot metal from composing room to press room.

Last month the company confirmed that the Laser-Plate has been field-tested successfully under daily newspaper operating conditions at its *Elmira (N.Y.) Star-Gazette* letterpress plant. Marketing and production studies are continuing to determine the extent of commercial feasibility.



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THREE-STORY, 18,000 square foot addition to the Camera building includes the pressroom, platemaking operations, camera department, mailroom and circulation department.

Colorado paper completes growth-inspired changeover

A \$2 million expansion and improvement program at the *Boulder* (Colo.) *Daily Camera* culminated this month when a new five-unit Goss Metro Offset press was placed in full operation.

The modernization project, which began in 1970, included conversion from hot to cold type, installation of camera and color separation equipment, remodelling existing facilities and construction of an 18,000-square-foot, three-story building addition.

"We believe our production facilities are unexcelled in Colorado and the surrounding states and matched by few papers throughout the country," publisher Norman J. Christiansen said.

Steady growth has taken the *Daily Camera*, which was acquired by Ridder Publications Inc. in 1969, to an average of 50 standard size pages a day and advertising will exceed 25 million lines this year. Daily circulation is more than 23,000 and on Sunday 24,000.

Total coldtype conversion

To accommodate these increases, the Camera installed Compugraphic phototypesetters beginning in 1970, leading to a total coldtype conversion using the Dynaflex plastic plate system in 1971.

A pioneer in the use of the plastic plate, the Camera used more than 50,000 Dynaflex plates before outgrowing the six-unit, 48-page Goss Universal press that was installed incrementally in 1956 and 1963.

Two ACM 9000's, two 2961HS's, two 4961 TL's and one 7200H comprise the Camera's Compugraphic phototypesetting equipment used for daily production as well as for commercial typesetting operations.

An IBM 1130 computer is used daily to store, edit, merge and regenerate classified advertising which runs between 10 and 15 pages daily. Primarily, the computer is utilized for business and circulation applications.

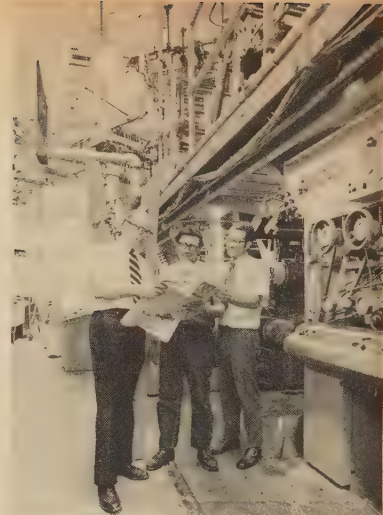
Camera, platemaking equipment

Camera room equipment includes a Chemco Spartan II and Douthitt cameras plus a LogE LD-24 processor. In the platemaking area a NuArc Ultra plus flip top platemaker and a Western Litho 30-B processor are used.

The newly automated mailroom, located on the second floor of the new plant addition, is equipped with a Sta-Hi 251P Counter-Stacker, a Hans Mueller 227E inserting machine, Cutler-Hammer Conveyors, bottom wrap and pacer on a Metaverpa P53 plastic tying machine.



NEW COLDTYPE EQUIPMENT at the Camera include these Compugraphic tape machines.



CONVERTS TO OFFSET—The Boulder (Colo.) *Daily Camera*'s new 80-page Goss Metro-Offset press went into full operation in September. Beside the press are (left to right) Norman J. Christiansen, publisher; Melvin Eurich, pressroom manager, and James Sevrans, general manager.

The Metro press installation, directed by general manager James Sevrans, was supervised by *St. Paul Pioneer-Press* mechanical superintendent Morse Kool and the Camera pressroom manager Melvin Eurich.

Open houses and public tours of the modernized plant will be held in October and early November.

More inplant CRT use seen by 3M executive

New innovations in printing during the next century will see communications from space and libraries of literature on chips of microfilm. And it's not too bizarre to consider desktop tv monitors—monitors that won't even resemble present cathode ray tubes, but flat-screen monitors that are already in development and may someday be part of the in-plant reader/printer operation.

That look into the future was made by James R. McClintick, vicepresident of the 3M Company Printing Products Division in an address to the western region of the In-Plant Management Association.

McClintick emphasized that electronics and the in-plant printing industry will thrive and grow together as the industry takes on new responsibilities in corporate business.

To further advance this total graphics concept, the 3M executive said new tools will become commonplace such as laser, acousto-optic generators, integrated circuits, ultra highspeed presses and centralized word processing centers.

"It may sound like science fiction, but much of the technical groundwork has been accomplished," McClintick said. He said there should be preparation for recognition of their existence and advantage taken of them to contribute to a company's profit picture.



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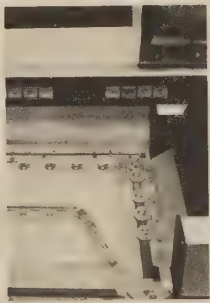
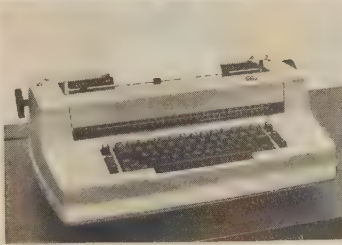
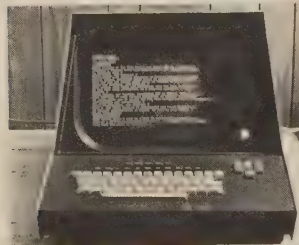
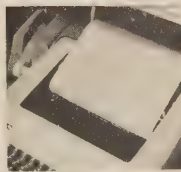
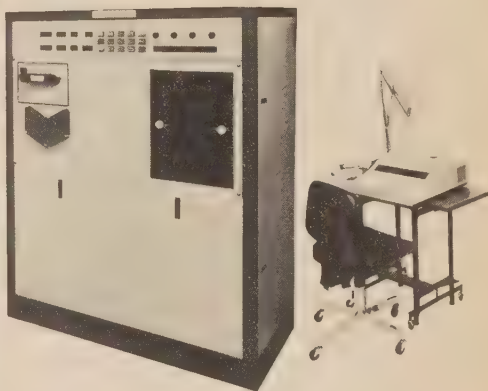
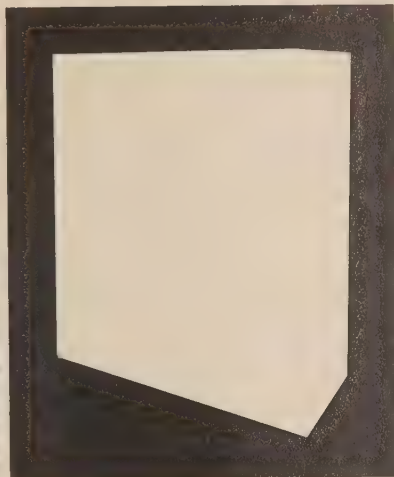
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Star Graphic Systems, Inc.

\$4.5 M plant features quieter, cleaner presses

As Florida Gov. Reubin Askew pressed a red button to start the presses, the *Orlando* (Fla.) *Sentinel Star* dedicated its \$4.5 million Seminole Plant on Sept. 14, one year to the day after groundbreaking ceremonies.

The 61,000 square foot facility contains a new eight-unit Wood-Hoe Colormatic press. The press can print up to 96 pages at one time, with full color on 16 pages at speeds up to 70,000 papers per hour. The press also features noise and dust reduction devices.

The plant, built on four of 15 acres at Semoran Boulevard (State Road 436) and State Road 431 in Altamonte Springs, will print daily and Sunday editions of the *Sentinel Star*, several regional editions, special inserts such as Sunday's Action Society and Thursday's food section, and advertising inserts.

The facility increases the newspaper's printing capacity by 20 percent and can be expanded to 350,000 square feet.

Printing closer to circulation

The main operations of the *Sentinel Star* will remain in Downtown Orlando, with the Seminole plant embodying a concept being pioneered by a few of the nation's leading newspapers—to get the printing functions closer to the circulation areas.

The dedication ceremonies were attended by several hundred guests, including area legislators and civic leaders and Florida newspaper executives. Gov. Askew noted, "The *Sentinel Star* has shared the remarkable growth of Central Florida, and I have watched your circulation pass the 200,000 mark and become, last January, Florida's first all-day newspaper."

William G. Conomos, editor and publisher of the *Sentinel Star*, said the Seminole plant was designed so that the number of press units can be doubled—from eight to 16—"without any new pressroom construction."

Ultimately, he said, the printing capacity of the Seminole plant can be increased several times and "over the next 15 years will be the site of major production expansions, with the main news and business offices remaining in downtown Orlando."

The Seminole plant will have an initial staff of between 50 and 60 workers. Total employment of *Sentinel Star* and affiliated companies is 1,626.

The South Seminole County bureau's editorial staff will occupy quarters on the second floor.

Safety features

The facility contains advanced features for industrial safety and health.

Gov. Askew said the press is designed to be "the first in the United States meeting all the requirements of the Occupa-

tional Safety and Health Act of the U.S. Congress."

Jan Osterling, research and systems analyst, coordinated planning and development of the project.

Osterling said the press had been ordered and designed with OSHA in mind. The press has "extensive noise suppression" devices on the units and folders. It also has an automatic dust collector.

The press is operated through a console outside a noise-suppressing windowed blue room which encloses the interior cutting and folding portions of the press.

Unusual concept

The concept of enclosing the clattering folder originated in Belgium and this is only the second such blue room in the world. Four-inch-thick metal panels weighing 350 pounds each make up its walls, their interiors perforated and insulated to absorb sound.

The press units are coated with noise suppression materials.

Lead page plates will be cast from mats brought by courier from the main plant.

A Hoffman Dust Collection System, first in the nation, gathers most of the newsprint "dust" generated by the running presses.

Osterling said the press "has a lot of automatic features" such as "automatic nipping rollers" which will compensate "if you lose a web." Another feature is that "you can plate up on part of the press while the rest of the press is running."

Osterling has called in an independent laboratory to run tests on the press' noise suppression.

Moline paper orders 1st area offset press

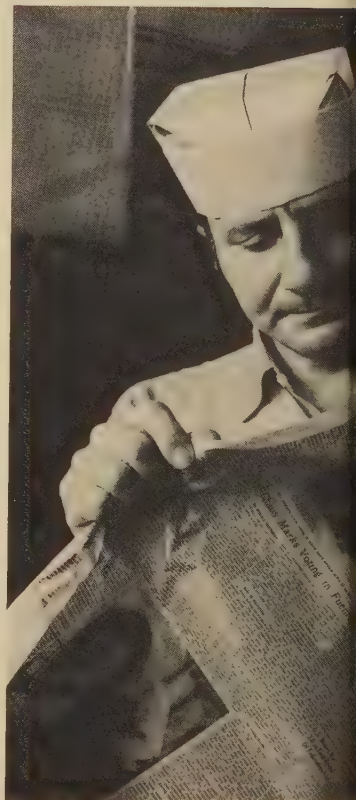
The *Moline* (Ill.) *Dispatch* has ordered a seven-unit Harris N-1650 double-width web offset newspaper press.

The press is slated for installation in the Spring of 1974. It will be the first web offset newspaper press for the Quad City area, encompassing Moline-East Moline and Rock Island in Illinois, and Davenport and Bettendorf in Iowa. At present, three newspaper letterpress supply the area. The *Dispatch* is averaging 42 to 44 pages and is produced on a double-width Scott semi-cylindrical press.

"We're on edition for more than three hours for our Wednesday paper," says Ed Shipley. "The new press will slash that time in half. This speed, plus the flexibility in paging—and color placement options, is the reason we've purchased the new press."

The *Dispatch* press will be capable of printing a 112-page broadsheet product in black only. At the other extreme, it could output a 48-page paper of which 16 pages are four-color process, 16 two-color, and 16 black.

A 70,000 square-foot addition to the present *Dispatch* plant is now being prepared to accommodate the new press. It will be erected above six reel stands with newsprint leading to press units through slots in the pressroom floor. The folder will be a 3:2 design to provide the delivery speed and configuration required by Moline.



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Watergate coverage is criticized

Francis L. Dale, publisher of the *Cincinnati Enquirer* and the original chairman of the Committee to Re-Elect the President, has attacked news coverage of the Watergate hearings.

Dale, who earlier this year (E&P May 26) described the Watergate scandal as "a sickening affair," spoke to a Rotary Club luncheon in Cincinnati October 4.

Dale said the press "has created a false impression in the minds of 38 per cent of the people"—or those who a recent poll revealed believe President Nixon had prior knowledge of the Watergate burglary.

Dale said "we have an obligation to correct that impression." He also chided the press for becoming "an active participant . . . a major factor in the course of events."

He labeled the *New York Times* "an attack dog," and criticized newsmen who "prostituted themselves to reliable sources." Dale, a lawyer, also attacked the Senate Watergate Committee's chief counsel, Samuel Dash and U.S. District judge John Sirica for "bullying" the original Watergate defendants.

Dale said he believed much of the information provided to newsmen in connection with Watergate came from partisan politicians and Democratic-favoring civil servants.

In a similar vein, Ben Cole, Washington correspondent for the *Indianapolis Star* said Washington is dominated by "the big Eastern press." Midwestern reporters "dwell in a land of giants," Cole said.

And he added "it is a sad state of affairs, but it isn't likely to change." Newsmen should put an end to "advocacy journalism" and become more concerned about winning respect and not winning prizes, Cole said.

"Advocacy journalism" puts the reporter into the story, "and gives the news a bias that makes it suspect," Cole told an Indianapolis audience October 6.

Cole contended that newsmen and editors should somehow "lead us back to objective journalism". Cole also discussed the question of anonymous sources: "Throughout Watergate and the Agnew probe the Eastern newspapers have been brimming with gee-whiz stories about what highly placed sources close to the investigation, sources at the Justice Department, all kinds of invisible people have said."

Cole said "with a reliable fact, a newsman or newspaper should take credit for the story, and not rely on the unnamed source."

But Sen. Daniel K. Inouye, (D-Hawaii) and a member of the Senate Committee defended the unidentified source in a September 29 speech to the Honolulu Press Club.

Inouye acknowledged that "the leak game is admittedly a dangerous one," but said "for the most part it is obvious that those reporters who covered the Water-

gate Affair and used leaks and undisclosed sources, also did their homework in checking and rechecking facts and rumors."

Inouye added that "it is somewhat ironic to note how the bulk of the facts about Watergate became public. The unidentified source has been the author of many of the most eye-opening Watergate revelations."

Inouye listed FBI agents, Justice Department officials and underlings at both the White House and the Committee to Re-Elect the President "who refused to take the rap for those higher ups" as some of those who "led the press to the truth."

Charge paper violated medical ethics

The publication of hospital records by the *New York Post* has brought charges that the newspaper violated medical ethics in the same way as the attempted burglary of Daniel Ellsberg's psychiatric files. The issue was compounded when it was later revealed that two medical records had been stolen from the hospital.

The publication of the records climaxed an investigation by Post reporters into the August 10 hospitalization of Manhattan District Attorney Frank Hogan. Hogan, who is running for re-election this fall, was admitted to St. Luke's Hospital in Manhattan for what was described as "fatigue."

However, the record disclosed that Hogan had been hospitalized for a stroke. Following publication, the DA's office acknowledged that Hogan had suffered a minor stroke and had been operated on for removal of a lung.

The article published September 17 provoked a protest by the New York County Medical Society, which oversees medical ethics. The society accused the Post of violating the confidential doctor-patient relationship and questioned how a paper which criticized the attempted Ellsberg break-in could approve such an action.

Following the publication of the article, the police and hospital revealed that two records were stolen from hospital files.

Deputy Chief James Meehan of the Manhattan detective command said last week that no clues had been uncovered but that the police would seek information from the Post.

Robert Spitzler, managing editor, said in an interview that the Post "absolutely did not" take the records from the hospital nor commission their theft. He would not discuss how or from whom the paper obtained the information, but said the paper never had access to the original documents—only to copies.

Spitzler defended the article, written by reporter Barbara Yuncker, based on the records. "It was incumbent on us to print the truth. Lies were told for a month. The overriding consideration was the public's right to know."

Spitzler told E&P this week that Police had questioned one member of the Post

ANA's man in D.C.

The appointment of Samuel Thurm as senior vicepresident-Washington was announced by the Association of National Advertisers. Thurm is resigning as advertising vicepresident of Lever Brothers Company to assume the newly-created A.N.A. post. Thurm will join William F. Heimlich in representing ANA in Washington on November 1, 1973.

staff, but Spitzler said he was not aware of any progress in the investigation.

A spokesman in the public relations office at St. Luke's Hospital questioned the policy of the Hogan family in imposing the news blackout, but said the hospital's "hands were tied."

"As a private citizen, I feel there should have been full disclosure right along. But we are not in a position to say anything. The doctor-patient relationship must take precedence."

He said the hospital has been receiving many complaints from citizens charging it with laxity in protecting Hogan's right to privacy. "We were as careful as we could be," he said. "We will continue to be."

He said he was aware of a rumor that the records had been stolen and copies given to the Post by a disgruntled hospital employee.

During Hogan's confinement in St. Luke's, several "creative" attempts by reporters to get a glimpse of the DA were reported. One woman, later identified as a radio reporter, entered the hospital in a nurse's uniform and was able to get a quick look at Hogan in his room, before being discovered and escorted out.

Environmentalists win Newhouse Citation

Photographer Eliot Porter, who is known for his nature books, will receive the Newhouse Citation at Syracuse University Thursday, October 11. Porter has photographed Baja California, the Carolina swamplands, the Florida Everglades, the Great Smokies, the Adirondacks, Penobscot Bay, the Grand Canyon, the Galapagos Islands, Greece, Egypt and East Africa. His works are included in the Museum of Modern Art, the Smithsonian Institution and George Eastman House. The Newhouse Citation is given by the School of Public Communications to a photographer who has made a significant contribution to the field of visual communications.

Best report

Gannett Co., Inc. has been selected to receive a first place award for having issued the most informative report on a 1973 stockholder annual meeting in the industrial classification by *Financial World*, business and financial weekly. Receiving the award will be Vince Spezzano, Gannett director of public service, who was responsible for producing the report.

From Topeka, a UNIVAC computer story.



Glenn Billis doesn't know it as he flips The Topeka Capital-Journal onto a customer's porch, but he's in the middle of a technological revolution.

It started with the UNIVAC® 9000-series computers. And its name is NEWSCOMP.

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From then on, the computer takes over, feeding both hot-metal and phototypesetting equipment, controlling linewidth, formatting, even hyphenating.

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OCTOBER 15-21, 1973

The Sun withdraws and aged grows the year.

Pick all apples before month's end . . . Mata Hari executed Oct. 15, 1917 . . . Last quarter of the Moon Oct. 18 . . . Mars closest to earth this week . . . Average length of days for week, 10 hours, 56 minutes . . . First ladies golf championship tournament Oct. 17, 1894 . . . Geese flying south . . . If Oct. 16 (Gallus Day) is dry, so will be next spring . . . 11 Nazi war criminals hung Oct. 16, 1946 . . . Pike's Peak railroad completed Oct. 20, 1830 . . . Trees about here now . . . If not ruled by the rudder, you will be by the rock.



Ask the Old Farmer: A friend and I are having a discussion about an old superstition about which shoe to put on first. He says it had something to do with the devil, and I say no. Can you straighten us out? G. B., Omaha.

Your friend is right. Anciently, the devil was supposed to prevail about an earth and men were afraid of being mistaken for him and might be assaulted before they could prove their identity. The devil's left foot is supposed to be placed, so men would put the right shoe on first to prove that they were not afraid to rebuke the left.

Home Hints: One pail with two compartments is handy for housecleaning; use one side for soapy water, the other for clear water for rinsing . . . Save your fingers by placing a tack between the tooth of a comb. Start hammering to get the tack in place, remove the comb, and drive the tack in place.

OLD FARMER'S WEATHER FORECASTS

New England: Cloudy and cool to start, then showers; generally clear and warm later part.

Greater New York-New Jersey: Week begins clear and cool, then showers; end of week clear and hot.

Middle Atlantic Coastal: Clear and cool at first, then rain by midweek; clearing and very warm latter part.

Southeast Coastal-Piedmont: First half of week rainy and cold; end of week clearing with moderate temperatures.

Florida: Week begins cloudy and cool, then rainy; hot temperatures by end of week.

Upstate & Western N.Y.-Toronto & Montreal: Most of week clear and mild; light rain on weekend.

Greater Ohio Valley: Clear and cool to start, then rain; end of week partly cloudy and hot.

Deep South: Light rain and cool to weekend; then clearing and hot.

Chicago and Southern Great Lakes: Partly cloudy and warm for most of week; rain and cool on weekend.

Northern Great Plains-Great Lakes: Mostly clear and cool through week; cloudy and flurries on weekend.

Central Great Plains: First part of week clear and warm; cloudy and hot latter part, then rain.

Texas-Oklahoma: Clear and progressively warmer through week.

Rocky Mountain Region: Most of week clear and very warm; cooler temperatures end of week.

Southwest Desert: Cloudy and hot through week; clearing and cooler on weekend.

Pacific Northwest: Clear and hot most of week; cloudy and cooler on weekend.

California: Clear and hot to start, then overcast and cooler; partial clearing end of week.

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'Exclusive' important word for syndicate editors

By Edward M. Swietnicki

When you're an ad agency or a public relations firm dealing with a feature syndicate try above all to give the editor an "exclusive" story.

This is the advice Robert Cochnar, executive editor of the Newspaper Enterprise Association, and Mrs. Joan O'Sullivan, women's page editor of King Features Syndicate, gave an audience of pr and ad personnel at a symposium held in New York City by Wagner International Photos Inc. September 26.

Cochnar said "Exclusivity is almost a necessity for us. It's important for us to be as exclusive as possible." Mrs. O'Sullivan commented, "We have to have something exclusive. If an editor can pick up a press release that morning with the same story we have then I'm in trouble." Cochnar suggested that more color photographs be utilized as "at least two thirds of the newspapers in the country are now running color." He recommended the use of high-contrast, simple color photographs with not too much background. "Color is still a novelty with some papers. They're using color because of novelty in some cases. That will change eventually though," he said.

The syndicate editors said the nation's newspaper editors now in particular want articles dealing with how individuals and families can cope with high food prices, inflation and the cost of living.

Space is also at a premium in newspapers today because of the newsprint shortage and many syndicates are being evaluated by editors.

"Because of the newsprint shortage we're trimming our layouts," said Mrs. O'Sullivan. "Now with food stories instead of a layout we'll send one photo. On fashion stories we may still be sending two or three photos out but we're not running them that big."

age. She described them as: "Why are you giving the event; what is the scope of it; when should it be scheduled; where will it be held; who will attend; and how will it be accomplished."

Times cuts back

Joseph Vecchione, assistant picture editor of the *New York Times*, noted that because of today's newsprint shortage space for photographs is at a premium at his paper. "We use fewer photos but better ones," he said. On any given day in the New York City area the newspaper has 10 photographers at work handling two to three assignments.

Black news service to begin next year

A national news service organized to provide features and follow-up coverage of news about black communities for black publications will begin operation next July.

The service, National Black Press, will have headquarters in New York City and will distribute its news by mail. Anthony J. Bristow, former United Press International reporter, will head the service.

Bristow, 25, said he hopes the service will be able to give fair and thorough coverage to black Americans, establish a professional journalism which will be recognized and respected, and dispel skepticism, especially among blacks, that black newspapers are dying.

He said a staff of about 50 correspondents and stringers will cover 12 regions. Bristow said he is starting the service with about \$20,000 of his own funds.

Syndicate is sold

G. Walton Lindsay, formerly a vice-president of the *Charlottesville (Va.) Progress*, has purchased the Williams Newspaper Features Syndicate from Curtis T. Williams, Fort Worth, Tex. The syndicate's weekly religious pages are supported by over 4,000 local businesses. Williams will remain with the firm as chairman of the board. John A. Park Jr., Raleigh, N.C. was the broker in the sale.

Expansion planned

The *Hagerstown (Md.) Daily Mail and Morning Herald* has taken option on a seven-acre tract with plans for the construction of a newspaper plant and acquisition of the latest technical equipment. The present building, occupied by the two newspapers since 1920, is no longer adequate; providing no room for necessary expansion.

Coping with media

A specialist in the art of planning "special events" for media coverage gave some advice. Miss Elle Kofler, co-ordinator of special events for Dickson-Basford Inc., recalled that Herbert Baus once defined a special event as "an act of news engineering." She termed a special event as the "creation of an idea that makes the event news."

"It can be a luncheon, a dinner, conference, convention, parade, pageant, display or reception. The idea for an event, however, can't just be a dreamed-up idea that has no connection to the company you represent or the goals it wants to achieve. The idea must be sound and logical and be designed to fit in with the client's overall plans and objectives. And most important the idea must have news value and must be fun and have flair and showmanship."

The "six Ws" must also be used in planning a special event for media cover-

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APME poll indicates cut in the news hole

The newsprint shortage has forced newspapers across the country to experiment with the kind and amount of news they offer.

A survey conducted by the Graphic and Photo Committee of the Associated Press Managing Editors Association under the chairmanship of Richard Tuttle, managing editor of the *Rochester* (N.Y.) *Democrat* and *Chronicle*, found that while most papers had dropped some news articles, fewer than nine percent had cut advertising.

Of the 470 papers responding to the questionnaire at press time (1,260 questionnaires were mailed out), 295, or 63 percent, replied that they had cut news. One hundred forty said they cut international news first, 35 said national news, 67 said features and women's news, 14 said sports, and 11 said local news. The remainder cited stock lists or tv schedules as the first to go.

Two hundred twenty-one newspapers said they had dropped at least some syndicated material such as opinion columns.

In other findings, 212 papers said they had dropped some wire service features,

174 papers reported cutting back wire service hard news, and 136 papers cut back comics.

Changes in basic design were reported by 199 papers. Eight papers reduced the size of photographs; 44 reduced the size of headlines; 28 cut back on white space; 11 used smaller type; and 10 included advertising or general news on editorial pages.

Only 47 percent of the newspapers over 200,000 circulation said they had reduced news content. Sixty percent of papers with a circulation of under 25,000 had reduced news. Seventy percent with circulations between 25-75,000 reduced news, and 73 percent between 75-100,000 had made news cutbacks.

Fewer than nine percent of papers responding had cut advertising, and ad reduction was greatest in large papers. Special sections and banning of five-column ads were most frequent steps taken.

Most newspapers said readers had not reacted to cutbacks. Only 39 editors reported overwhelmingly negative reactions. Deletion of features like crossword puzzles, comics, horoscopes, and bridge columns, were most protested.

Over 90 papers reported that the shortage had improved the product by resulting in tighter writing and editing, and elimination of material that was outmoded and unneeded.

EDICON

(Continued from page 9)

John M. Lennon, said the public wouldn't have known the full scope of the Watergate breakin if there hadn't been leaks to the press and a competent followup by reporters.

As for unattributed stories in the Post, Lennon said reporters are subjected to intense interrogation by editors to authenticate their sources before any of their information is printed.

"We never go with a story unless there are at least two verified sources," said Lennon. "Often there are as many as 30 sources."

Several editors queried Lennon on the policy of publishing stories about Vice President Agnew's alleged crimes without naming the sources.

"None of the information about Agnew has come from the Grand Jury room," Lennon insisted. "It has come mainly from former Agnew business associates who have told reporters what they had already recited to investigators. Its a high duty of the press to pass this information along to the public."

Raoul Berger, concert violinist turned lawyer and authority on the U.S. Constitution, said there were no precedents for the president's concealment of information from Congress. He blamed Watergate on the excesses of executive power and declared that excesses in congressional inquisitions is better for the democratic form of government than the control of the free flow of information by an incumbent in the White House.

He urged the news executives, "lets get back to the Constitution."

Paper supply assurance sought by shopper group

To help ease the paper shortage for small publishers, the Board of Directors of the National Association of Advertising Publishers (NAAP) has unanimously passed a resolution asking manufacturers of newsprint to establish a paper allocation system. The action came at a recent meeting of the NAAP.

NAAP is a national service and educational organization representing the leading publishers of shopping guides and free newspapers in the United States and Canada.

The resolution in part read:
"... the burden of the growing newsprint shortage is falling most heavily on small publications ... (and) many small, independent printers and publishers are being cut off entirely from their regular newsprint supply ... (and) direct mill contracts held by larger producers are limiting available supplies and have already forced the black market price of newsprint to levels of approximately 200 percent of the price authorized under present federal price guidelines."

"... be it resolved that the newsprint industry be placed on notice to exercise its responsibility under the free enterprise system by taking immediate steps to institute an allocation system assuring delivery to all printer-publishers of no less than 70 per cent of their 1972 purchases, obtained either direct from the mill or through jobbers."

NAAP also called on the federal government to establish such a system if the newsprint manufacturers fail to do so on their own.

NAAP president is Richard Luzadder, publisher of the *Osceola Shopper* in Kissimmee, Florida.

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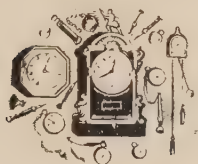
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EDITOR & PUBLISHER for October 13, 1973

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Shaffstall detectors. Starting prices
\$1500. Models 35-36 Linos, Intertypes,
Models F-4, F-4-4, G-4-2. Many other
items at bargain prices. Phone or write
for brochure.

CLAREMONT PRESS, 506 Arballo
Dr., San Francisco, Calif. 94132. (415)
587-2866

6-UNIT COTTRELL V-15A, in-
stalled new December 1972. In-
cludes 30hp drive, 50" roll stands,
bladwin water system, hoist, re-
lated miscellaneous. This is a rare
buy in a press of this size, this
age. \$100,000. Will consider break-
ing up. Delivery in 4 weeks.

3 unit VANGUARD \$20,000

COLOR KING Balloon \$3,500

OFFSET NEWSPAPER EQUIPMENT
P.O. Box 226 Norcross, Ga. 30071
(404) 448-6550

2-UNIT AFT-WEB press, 22 1/2 x 35"
including rollstand, 1/4 folder, com-
pressor and hoist. Price \$23,500. Ph:
(503) 282-8211.

HOE 5-UNIT PRINTMASTER PRESS,
two color cylinders.

GOSS 5-UNIT UNIVERSAL PRESS,
one color cylinder.

George C. Oxford, Box 8483,
Boise, Idaho 83707.

WANTED TO BUY

NEW JERSEY PRINTER requires ad-
ditional newsprint. White 32 round—
sizes 15", 30", 45" or 60" widths. Can
use 400 tons. Reply to Box 808, East
Norwich, N.Y. 11732 or call Roy Lach,
(516) 438-1720.

USED PAPER ROLL HANDLER
IN GOOD CONDITION.
BOX 1570, EDITOR & PUBLISHER.

COMPUGRAPHIC 7200
in good working condition.
Phone (212) 673-3390.

WE'LL PAY \$200 a ton for newsprint
rolls. Zone 2. Box 1675, Editor &
Publisher.

GOSS MARK I Headliner, 4 or more
units. 22 1/2-inch cutoff. Color deck,
automatic pasters. Balloon formers.

CLAREMONT PRESS
506 Arballo Dr.
San Francisco, Calif. 94132

USED ADDRESSOGRAPH top drawer
1800 for CB plates. Contact Ken Herber,
P.O. Box 567, Green Valley, Ariz.
85614. (602) 625-4205.

NEWSPAPER SERVICES CIRCULATION CONSULTANTS

INDEPENDENT circulation pro desires
short term contracts. Straight salary.
No commissions. No gimmicks. Just
solid circulation. Box 1646, Editor &
Publisher.

NEWSPAPER SERVICES

MANAGEMENT CONSULTANTS

IS YOUR MAN LISTED HERE?

Below are a few samples of media executives in our confidential file, ready to move up to higher position or larger firm with advancement opportunity. All successful, well-adjusted, proven records. They could not contact you directly but can go through our ethical, confidential middleman services. (Approximate salary range needed in parenthesis.)

ASSISTANT MANAGING EDITOR, major metro. Young, real stem-winder. (\$30,000)

REDUCTION DIRECTOR major national publication, experienced in data processing. (\$30,000)

PUBLISHER with small group. Really successful hired manager with no ownership interest. Early 30's. (\$45,000)

CORPORATE PR DIRECTOR of Fortune 100 major company. Early 30's. (\$25,000)

ASSISTANT CITY EDITOR metro daily, staff of 25. Under 30. (\$20,000).

ASSISTANT GENERAL MANAGER, 60,000 circulation daily above 200 employees. Strong sales, production background. Under 40. (\$28,000).

REGULATOR, metro daily, proven growth record even with price increases. (\$23,000)

DEVELOPING DIRECTOR, major retail organization, handling low 6-figure budget. Highly imaginative. Strong background in newspapers, wants to return. (\$24,000)

MANAGING EDITOR, 33,000 daily staff of 25. Early 30's. Community minded. (\$25,000)

VERTISING MANAGER, mid-size daily with growth record. Under 40. (Wants incentive plan with opportunity to beat \$25,000)

ANY MORE top flight, all ages, \$15,000 to \$85,000, from all sections of U.S. meet: Leland J. Gourley, GOURLEY ASSOCIATES, Suite 200, Capitol Executive Bldg., Box 53404, Oklahoma City, Okla. 73105.

PRESS ENGINEERS

Newspaper Press Installations
OILING-REPAIRING-TRUCKING
Expert Service-World Wide
SKIDMORE AND MASON, INC.
1 Sherman Avenue
Jersey City, N.J. 07307
(201) 659-6838

TYPESETTING

NOTYPE COMPOSITION, 7¢ a line. Top quality repros. Books, magazines, newsletters our specialty. Call Gelo, (212) 675-2216.

Help

Wanted...

ACADEMIC

ENROLLMENT ZOOMED, so we need 2 reporting and/or copy editors. Must have 5-to-10 years editing newspaper news experience. Teach part time, also take nearly full graduate course (any field). Start January 7, \$10-1000 monthly. Gordon Sabine, Director, School of Journalism, University of Iowa, Iowa City, Iowa 52242. Annual Opportunity Employer.

EDITOR & PUBLISHER

HELP WANTED

ADMINISTRATIVE

MANAGEMENT PERSONNEL

PRODUCTION

| | |
|----------------------------|-------------|
| Dir. of Systems (#2) | To \$25,000 |
| Composing Rm. Foreman (#2) | to 15,000 |
| Equip. Serv. Supv. (#2) | to 18,000 |
| Mailroom Supv. (#2) | to 20,000 |
| Composing Rm. Foreman (#2) | to 18,000 |
| Composing Rm. Foreman (#3) | to 18,000 |
| Production Engineer (#5) | to 16,000 |
| Dir. of EDP Syst. (#5) | to 25,000 |
| Production Mgr. (#9) | to 25,000 |
| Production Supv. (#4) | to 19,000 |
| Pressroom Supt. (#1) | to 17,000 |
| Pressroom Foreman (#6) | to 16,000 |
| Mailroom Supt. (#5) | to 12,000 |
| Production Mgr. (#5) | to 20,000 |
| Dir. of Production (#4) | to 45,000 |
| Industrial Engr. (#4) | to 19,000 |
| Quality Assur. Eng. (#4) | to 13,000 |
| Engineering Mgr. (#2) | to 35,000 |
| Production Mgr. (#2) | to 20,000 |
| Maintenance Engr. (#5) | to 15,000 |
| Composing Rm. Foreman (#9) | to 22,000 |
| Production Mgr. (#4) | to 20,000 |
| Asst. C. R. Mgr. (#1) | to 16,000 |
| Composing Rm. Foreman (#9) | to 16,000 |
| Production Mgr. (#7) | to 19,000 |
| Composing Rm. Foreman (#2) | to 26,000 |
| Pressroom Foreman (#5) | to 15,000 |
| Asst. Prod. Mgr. (#5) | to 19,000 |
| Production Engr. (#3) | to 25,000 |
| Production Mgr. (#1) | to 35,000 |
| Pressroom Supt. (#1) | to 21,000 |

ADVERTISING

| | |
|----------------------|-------------|
| Ad Manager (#2) | to \$20,000 |
| Classified Mgr. (#9) | to 25,000 |
| Retail Manager (#9) | to 25,000 |
| Ad Director (#2) | to 18,000 |
| Classified Mgr. (#3) | to 17,000 |
| Classified Mgr. (#4) | to 16,000 |
| Retail Ad Mgr. (#3) | to 20,000 |

CIRCULATION

| | |
|-----------------------|-------------|
| Circulation Mgr. (#3) | to \$25,000 |
| Circulation Mgr. (#2) | to 12,000 |
| Circulation Mgr. (#2) | to 14,000 |
| Asst. Circ. Mgr. (#5) | to 16,000 |
| Dist. Circ. Mgr. (#3) | to 13,000 |
| Circulation Dir. (#2) | to 20,000 |

GENERAL MANAGEMENT

| | |
|--------------------------|-----------|
| Gen. Mgr. (#2) | to \$25K |
| V. P. and Bus. Mgr. (#5) | to 30,000 |
| Bus. Mgr. (#5) | to 16,000 |
| Asst. to Pres. (#5) | to 25,000 |
| General Mgr. (#9) | to 35,000 |
| General Mgr. (#1) | to 20,000 |

Numbers in parenthesis refer to E & P Employment Zone Chart

All Positions Fee Paid

Patrick J. Quinn, Jr.

GORDON WAHLS CO.

Executive Search Consultants

33 West Second Street

Media, Pennsylvania 19063

(215) 565-0800

for October 13, 1973

HELP WANTED

ADMINISTRATIVE

THE LAS VEGAS REVIEW JOURNAL has an immediate opening for an experienced business manager. Send resume and/or letter to Personnel Director, Las Vegas Review Journal, P.O. Box 70, Las Vegas, Nev. 89101.

ASSISTANT CREDIT MANAGER

The Miami Herald has a position open for an Assistant Credit Manager. Candidate should have newspaper or related Credit background with solid skills in all phases of Credit and Collection Management.

Send resume with salary requirements to:

Lew Sacks
Employment Manager
The Miami Herald
1 Herald Plaza
Miami, Florida 33101

CONTROLLER

A major Florida newspaper is seeking an aggressive person in the financial field as Controller, who has extensive experience in budgeting, cost control and forecasting. You will be responsible for accounting functions that include financial reporting, billing and accounts receivable. You should have the technical capacity through training and experience to handle a medium sized company's daily financial operations. Those interested should include in a resume experience and educational background, personal data and salary requirements. Reply to Box 1533, Editor & Publisher.

GENERAL MANAGER, SAN DIEGO Suburban weekly, 3000 circulation. Covers all phases, major effort needed in hiring and directing personnel to build circulation, display ads and classified. Salary and bonus. Send resume to Box 1655, Editor & Publisher.

GENERAL MANAGER FOR GROWING NEWSPAPER GROUP

We need a top-notch general manager of all our newspapers who can grow with them and participate in a well-financed acquisition program.

The person we want must be thoroughly experienced in all phases of newspaper work—advertising, editorial, circulation, personnel, production and cost control.

You must be able to give directions in a manner that gets results, but at the same time not be abrasive since we have good people working for us.

You must be profit-minded, but we know that to increase earnings, we must also have newspapers that service their areas well.

Send resume and career objectives, which will be held in confidence, to:

**Box 1616,
Editor & Publisher**

CONTROLLER-CPA/MBA with supervisory knowledge of EDP. Must have potential as a publisher within progressive group. Excellent benefits. Location in Zone 5, 40-50,000 daily and Sunday. Submit full details including earnings history to Box 1617, Editor & Publisher.

CIRCULATION

OPPORTUNITY

One of the Midwest's most progressive newspapers is searching for an assistant circulation manager. Our circulation is under 40,000 and we offer a superb package of fringe benefits. Let us hear from you in confidence. Box 1532, Editor & Publisher.

IF YOU ARE ON THE WAY UP... If you are a district manager and ready to move up to a 25,000 circulation daily in Zone 5, let's talk things over. We have a lot going for us and for you—good fringes, good living, good people. Box 1536, Editor & Publisher.

HELP WANTED

CIRCULATION

WE ARE LOOKING for an experienced and enthusiastic circulation director for a suburban weekly group of newspapers located in Area 2. If interested please send resume to Box 1579, Editor & Publisher.

CIRCULATION MANAGER for large suburban weekly. Need voluntary pay experience. Excellent opportunity. Contact Shepherd Publications, P.O. Box 9, Palatine, Ill. 60067.

DISPLAY ADVERTISING

SHARP, AGGRESSIVE shirt-sleeve ad salesman. Will listen to new J-School grads. Can learn all departments. Growing Zone 8 weekly, beautiful area. Must include resume, references, salary requirements in first letter. Box 1589, Editor & Publisher.

WANTED: MANAGEMENT TRAINEE for Midwest newspaper group to replace 25 year old who joined us right out of college and has moved to Advertising Director position with one of our papers. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary. Masters degree and/or some sales experience helpful. Starting salary \$15,000 to \$18,000. Send resume to Box 1596, Editor & Publisher.

DISPLAY SALESPERSON

Sacramento, California

The Sacramento Bee has immediate opening for experienced display advertising salesperson. Salary commensurate with experience — to \$31,471 per week. Must have layout ability. Permanent, full-time position offers excellent opportunity and employee benefits. Apply in person or send resume to:

Personnel Department
McCLATCHY NEWSPAPERS
21st & Q
Sacramento, California 95816
An Equal Opportunity Employer

BEAUTIFUL AREA on the salt water, northern Area 9, needs aggressive, promotional minded classified and display sales representatives for daily and weekly newspapers and related publications. Box 1576, Editor & Publisher.

ADVERTISING MANAGER for student newspaper at Midwest university. Minimum 1 year experience on daily ad staff, with ability to work with and train display and classified ad students in sales, layout and design. Box 1657, Editor & Publisher.

OUR MAJOR NEW YORK DAILY is growing. We need aggressive, sales-oriented people to manage demanding national assignments. Liaison with key executives. Thorough knowledge of marketing techniques and use of presentations to accomplish sales goals is necessary. Prior national experience required. A challenging, creative position that requires imagination. Good benefits. Salary commensurate with experience. Send confidential resume including salary history to Box 1651, Editor & Publisher.

ADVERTISING SALESMAN for large suburban weekly. Chance to become zone manager, salary plus commission. Apply Shepherd Publications, P.O. Box 9, Palatine, Ill. 60067.

RETAIL ADVERTISING SALES position now open with Corvallis Gazette-Times in Corvallis, Oregon. Person must have a minimum of 2 years experience in newspaper sales. Pay range is \$155 to \$190 per week plus bonuses and commissions. Apply only if you are a professional advertising salesman who wants to be associated with a progressive daily newspaper in a university community. Call Bob Dowless collect at (503) 758-2641.

UNIVERSITY TEACHING. Opportunity to gain Masters degree. Teach introductory advertising course parttime. At least 2 years professional advertising experience. Begin January 7, 1974. Reply L. W. Lanfranco, Chairman, Advertising/Public Relations Sequence, College of Journalism, University of South Carolina, Columbia, S.C. 29208.

HELP WANTED

EDITORIAL

COPY EDITOR with skills to sharpen wire and local writing, produce bright heads. Makeup interest help'ul. Car or write Ralph Langer, Managing Editor, Dayton (Ohio) Journal Herald 45401. Phone (513) 223-1111.

SPORTS EDITOR for prize-winning small daily near dynamic Southern city with big league and college sports. Major assignment to cover sports of several high schools, direct growing staff. Box 1562, Editor & Publisher.

WE NEEDED bright, aggressive reporters with 2 to 5 years experience for a medium sized daily in a Midwestern university city. Box 1627, Editor & Publisher.

EDITORIAL WRITER for California suburban daily. Must have editorial writing experience. Please send complete resume of background, including education and work experience with examples of editorials actually published to Box 1571, Editor & Publisher. All replies will be treated confidentially. Excellent salary and employee benefits.

DESKMAN for Midwest \$50,000 daily. Seek pro with at least 1 year experience on copy desk. Career opportunity for right person. Excellent salary and fringe benefits. Send resume, date available to Box 1622, Editor & Publisher.

MANAGING EDITOR for Zone 9 daily newspaper. Want person with proven management ability to supervise and direct all Editorial departments. Send written resume with complete details of education, experience and minimum salary requirements to Box 1569, Editor & Publisher. All applications will be held confidential.

HUSBAND AND WIFE TEAM. All around reporter-photographer to handle small but lively news bureau in town of 2500 for 5-day daily 25 miles away. Wife to run office supply operation in same building. Modern apartment available at reasonable rent. A good package deal in the Rockies. Call George Ledermann, (303) 539-6691 days, or (303) 539-4969 evenings in Salida, Colo.

EXPERIENCED REPORTER

SOUTH FLORIDA AM

At least 3 years experience. Excellent working conditions and company benefits. Resume and salary requirements to City Editor, Sun-Sentinel, P.O. Box 131, Ft. Lauderdale, Fla. 33302.

NEWS EDITOR needed for fast growing small 5-day offset daily. Don't want clean puncher. Must be able to write news. Contact Don Kirkpatrick, Publisher, Daily Democrat, Lamar, Mo. 64759.

TOP-NOTCH MANAGING EDITOR to top spark into medium size Zone 2 AM. Challenging position for aggressive shirt-sleeve journalist who can churn out local copy and direct staff of 5. Box 1624, Editor & Publisher.

WE'VE GOT AN IDEA about new coverage—local, in-depth, different and a wider area. Do make it a reality, we need to expand our staff and staff management. We're looking first for 2 top-notch managers with solid experience. Call one a city editor, the other a managing editor. They'll do until we talk. We're a medium sized Southeast daily looking towards a new staff of 20 professionals. Send full resume to Box 1301, Editor & Publisher.

COPY EDITOR—Chance for copy editor to join 26,000 daily in Zone 5 which has converted to OCR-VDT offset. 40-hour week. Chance for advancement. Send resume and layout samples to Box 1623, Editor & Publisher.

MANAGING EDITOR—Large metro publication alternative weekly with 90,000 circulation seeks tough, experienced, imaginative person with very high standards as managing editor. Salary, bonuses and stock. Box 1575, Editor & Publisher.

EFP Classifieds—As effective as the newspaper community as your newspapers classifieds are in your community!

HELP WANTED

EDITORIAL

POLICE REPORTER-INVESTIGATOR for aggressive 37,000 daily, 3-time winner of state Public Service Award. Send samples, resume, press clippings to W. N. Roessgen, Editor, Kingsport (Tenn.) Times-News.

LOAD LIGHTENER WANTED to take heavy burden off editor's shoulders. Copy editing capabilities most important but should have ability to take photos, cover stories when necessary. Multi-faceted weekly organization is expanding fast; much future potential. Minimum 2 years experience. Enclose resume, current salary with first letter. Zone 2, Box 1633, Editor & Publisher.

ASSOCIATE EDITOR for public employee weekly, to do everything including limited travel in New York State. State low 5-figure salary requirements. Box 1615, Editor & Publisher.

ENTERTAINMENT COLUMNIST

We are looking for an experienced newsmen to be the new entertainment writer for our group of newspapers. In addition to writing skills, the job requires reviews of movies and plays, knowledge of the spectrum of live entertainment, the appetite of an epicure and the news sense of a journeyman reporter.

We are a Pulitzer Prize winning weekly newspaper group with an established record in entertainment, music and the arts. Omaha is the right-sized, stable, environmentally sound city with a surprising amount of culture and entertainment.

If you are looking for the opportunity to express yourself in this field, and have the credentials, please send your resume to Stanford Lipsey, Publisher, Sun Newspapers, 4803 S. 25th St., Omaha, Neb. 68107.

IF YOU ARE CAPABLE and have a desire to edit and manage a good weekly newspaper in booming Tennessee town, call (615) 526-7161 and ask for Mrs. Osia Williams.

WRITER/EDITOR—Immediate opening on Feedstuffs, a national newspaper for agribusiness. Position involves reporting and feature writing. Experience or interest in agriculture necessary. Excellent opportunity for advancement. Send resume or call Don Nelson, Miller Publishing Co., Minneapolis, Minn. 55440. Phone (612) 374-5200.

TWO POSITIONS

The Oneida, N.Y. Daily Dispatch has an immediate opening for a sports editor. Emphasis will be on high school and Colgate University coverage. Expect state desk opening in December. Write Max Robinson, Executive Editor, Oneida Dispatch, 102 Dispatch Place, Oneida, N.Y. 13421.

EDITOR sought for CATECHIST, monthly magazine for Catholic teachers of religion. Applicants must have 3-5 years of journalism experience, some knowledge of catechetics and related discipline. Position open immediately. Send resume, samples to Religious Education Director, Pfaffm/Standard, 38 W. 5th St., Dayton, Ohio 45402.

COPY EDITOR

Midwest metropolitan morning daily is seeking an alert, conscientious copy editor who is able to turn out fast, clean copy. Journalism graduate with some experience which proves capabilities. Ideal situation for a person who wants to move out of the small paper category. Liberal employee benefits and excellent pay with opportunity for advancement. Give full details of education and work experience in first letter to Box 1682, Editor & Publisher.

METALS BUSINESS PUBLICATION is looking for an experienced news editor or business editor who is interested in handling the management of daily news. We need a person who knows the essentials of how a newspaper operates. Experience in business or financial reporting would be helpful. If interested, write Box 1666, Editor & Publisher.

HELP WANTED

EDITORIAL

SOUTH FLORIDA PM has immediate opening for experienced reporter. Full details to Box 1673, Editor & Publisher.

WRITER-EDITOR

National non-profit organization located in Boston, Mass., is looking for a writer-editor responsible for all functions involved in the institution and execution of an editorial outreach program informing newspapers and magazines of our product. Also responsible for in-house organ. In addition general editorial duties as assigned. Box 1556, Editor & Publisher.

MANAGING EDITOR for 30,000 6-day daily, upper Zone 5. Need take-charge person for newsroom of 18. Scanner experience helpful. Write giving salary requirements to Box 1654, Editor & Publisher.

PRESSROOM

WEB PRESSMAN—Live and work in the greatest climate in the world and enjoy working on a brand new 6 unit Urbanite (to be installed in October). New building currently under construction. Combination weekly newspaper group and commercial plant. Open shop. Send complete resume to Brad Kellner, Community Publications Inc., 148 Heleli St., Kailua, Hawaii 96734.

PRESSMAN, Web offset experience. Must have references. News-Sun, Sun City, Arizona, near Phoenix, (602) 977-8351.

GENERAL PRESSROOM FOREMAN. We are looking for a person to supervise our morning-evening-Sunday pressroom operation, daily combined 58,000, Sunday 63,000. Letterflex with Goss Headliner 6 units and halfdeck. Challenging job with opportunity for further advancement. Please send experience and references to Ogden Nutting, General Manager, Ogden Newspapers, 1500 Main St., Wheeling, W. Va. 26003.

OFFSET PRESSMEN

Qualified Goss Metro pressmen needed immediately in San Diego. 27 new units producing morning, evening and Sunday papers. Openings on nights. Contract with good wages, fringes and working conditions.

Those interested, write
EARL VIKANDER
P. O. Box 191,
San Diego, Calif. 92112
or call
(714) 299-3131, Ext. 1125

EQUAL OPPORTUNITY EMPLOYER

PRESS FOREMAN for small Zone 3 afternoon daily. Reply in confidence stating full qualifications and information including money desired. Box 1593, Editor & Publisher.

JOURNEYMAN LETTERPRESSMAN, rotary web letterpress. Persons interested in moving to Lakeland, Florida, please apply by resume: Ledger, 401 S. Missouri Ave., Lakeland, Fla. 33801, or phone (813) 688-6011, ask for Pressroom Superintendent.

PRODUCTION

TYPESETTER SUPERVISOR for diversified job Phototypesetting department. Familiar with markup, spacing type, layout. Schedule and coordinate typesetting and paste-up. State full details, salary. Replies confidential. Zone 2, Box 1566, Editor & Publisher.

WEB OFFSET production manager needed by Midwest newspaper and job plant. \$14,000 to start. Bonuses up to \$8,000 first year with efficient operation. Great potential. Best fringes. Please give details on what you know and can do. Box 1592, Editor & Publisher.

AD MARK-UP SITUATION, offset daily using Photon equipment. Permanent situation in excellent livability area. Good salary and fringe benefits. Send complete resume and background references to Personnel Dept., Union-Bulletin, P.O. Box 1358, Walla Walla, Wash. 99362.

HELP WANTED

PRODUCTION

PLANT ENGINEER, experienced, with degree in Mechanical or Electrical Engineering or equivalent experience. Some experience in Air Conditioning highly desirable. Midwest location with combined circulation of 250,000. Write giving education, experience and salary requirements to Box 1484, Editor & Publisher.

COMPOSING ROOM

Offset daily, Zone 2, ITU seeks progressive Composing Room Foreman. If you are presently No. 2 or 3 person, and desire to be No. 1, have experience in cold type, you could be our candidate. Forward resume, salary requirements to Box 1572, Editor & Publisher.

PRODUCTION MANAGER—Large group of suburban offset weeklies. All photo composition. Contact Shepherd Publications, P.O. Box 9, Palatine, Ill. 60067.

PRODUCTION MANAGER

NORTHWEST DAILY AND BIG COMMERCIAL PLANT

First of all—yes, we'll pay a very top salary. And we'll give you the freedom and support to do your own thing. In return, we ask that you have the background, the management skills and the drive to make this one of the most efficient quality operations in the nation.

This is the production manager's job at The Vancouver (Wash.) Columbian. We are a 36,000 daily with a projected growth rate of about 7 percent per year. And one of the largest circular printing plants on the West Coast. Our 6-unit Goss Metro press runs three shifts, seven days a week.

Our mechanical departments are union. It's a good union situation. We treat them right with good pay, good conditions, good equipment and concern and respect. They treat us right with good attitude, quality work, high productivity—and they'll go the extra mile when necessary. No press manning or other union restrictions. We need a person who can keep all this going—and make it one notch better.

Great paper! State editorial and photo award winner. 80 percent circulation coverage. Relatively young management team with progressive management philosophy. Every department manager is excellent. Great bunch to work with. Exceptionally attractive plant.

Great town! Attractive city of 45,000 just 10 minutes from Portland, Oregon. Fastest growing city in Washington, but not yet spoiled by traffic and urban sprawl. On the Columbia river and just 90 minutes from ocean beaches or Mt. Hood skiing, 60 minutes from the best fishing and camping in the Northwest.

Commercial volume is running at over \$3,000,000 annually. This, along with our goal for top quality and efficiency in both the daily and commercial operation, why we need an exceptionally strong production manager.

The ideal profile is a person with an education in industrial engineering who has had at least four years newspaper production experience in a responsible position in an offset newspaper plant, and who has a good knowledge of both newspaper composing and press work. That's a tough combination to find. And if it can't be found we'll settle for a little bit less.

Even if you're really happy in your present job—I'll bet you'll be happy here. You'll probably make more money too. Write Don Campbell, The Columbian, Vancouver, Washington 98660, and tell me about yourself in a letter and a resume. Replies absolutely confidential.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ADMINISTRATIVE

GENERAL MANAGER. Presently has responsibility for mid-size daily. Sure, dependable, profit and quality conscious. Experienced all phases. Heavy in labor, editorial, advertising administration. Reference from present employer. Prefer Zone 1, Box 9, Editor & Publisher.

LES EXECUTIVE seeks new association where his capabilities can be applied to problems similar to those solved in serving large and small dailies in wide range of ever increasing responsibilities. Box 1639, Editor & Publisher.

YEARS DAILY MANAGEMENT ness, advertising, circulation, personnel, general. Offset/hot metal, strong HA, labor. Free to relocate. A. nger, 8 Roselin Ave., Quincy, Mass. 69. (617) 479-4974.

OK FINAL CAREER STOP in manment spot. Solid 24-year, diverse background. Box 1634, Editor & Publisher.

NAMIC YOUNG MANAGEMENT O seeks challenge on action paper daily or weekly field. Look for record of success in production, circulation and advertising phases on various size newspapers. Box 1676, Editor & Publisher.

R AN EXPERIENCED, progressive profit oriented manager, call (412) -7398 for his resume. C. W. White.

CIRCULATION

ULATION DIRECTOR, 28, with years experience in all phases of circulation including ABC, VAC, paid, 1, newstand, carrier and volunteer on daily, weekly and bi-weekly ers. Strong on promotion and sales. For Zones 2, 3, 4. Box 1653, Editor & Publisher.

PERIENCED SUPERVISOR 4 is, seeking position as Assistant Circulation Manager for medium size newspaper. Prefer Zone 4, Florida. 8 rs experience in carrier and motor te organization. Enthusiastic, aggressive, excellent record in District manager training. Bilingual Spanish. Excellent recommendations. Confidential resume on request. Box 1672, Editor & Publisher.

PERIENCED CIRCULATOR all ses desires to relocate upon Midt. Will sacrifice. Box 1645, Editor & Publisher.

DISPLAY ADVERTISING

DIRECTOR with success record ly to move to larger operation. es and management background in departments on small and large, petitive and non-competitive papers. Consider department head or associate. Resume. Box 1667, Editor & Publisher.

VERTISING DIRECTOR: Mature, round professional seeks opportunity in metro daily or weekly group. Heavy in sales; administration, promotion, sales programming and production cost oriented. Seasoned chain, department store and key accounts. Experience accumulated one er (combination) metro market, kly competitive metro market. Up n staff man. Positive attitude, aggressive, enthusiastic, self-starter, perable. Top references. Box 1677, tor & Publisher.

WORKING AD DIRECTOR, non-metro y. 50, BJ Missouri, \$250. Area 3, 5, 8. Box 1031, Editor & Publisher.

/PROMOTION/ADMINISTRATIVE RO" here in print and film sales. level national/local accounts. Rate; travel. Box 374, Fern Park, Fla. 30.

EDITOR & PUBLISHER for October 13, 1973

EDITORIAL

LET MY 4 YEARS technical editing, PR work for you. BS, MA. Prefer South. M. Moser, 762 Rosa, Metairie, LA. 70005. Phone (504) 835-8866.

HARVARD COLLEGE GRAD, news and features writer, seeks 1st professional reporting spot. Curious, aggressive, motivated enough to work any Zone for low pay. Resume, clips upon request. Box 1631, Editor & Publisher.

EXPERIENCED in reporting and urban affairs. Seek good reporting job, moderate to large city, anywhere in U.S. Masters degree. Ivy League. Big 10 education. Box 1641, Editor & Publisher.

FOREIGN NEWS

Researcher, U.S.-born, with French, German, Russian, Spanish. 10 years Europe. Travel and business writing credits. Martin Sokolinsky, 76 DeHaven Dr., Yonkers, N.Y. (914) 375-0057.

1971 NOTRE DAME GRAD, with 3 years of rewarding experience on campus daily, is suffering from an unfulfilled addiction to newspaper work. I will go anywhere, do everything. Try me! Box 1574, Editor & Publisher.

YOUR MEN IN WASHINGTON. Accredited Capitol correspondents, 33 and 36. Expert localized coverage of Congress, Administration, anything you want from D.C., including photos. Total 20 years experience on government, politics, Black and Indian affairs, environment and health beats for 65M to 600M dailies. Box 1618, Editor & Publisher.

NEWSWOMAN, 2 years experience on East Coast metro daily in city government reporting, general assignment, women's news and features. Small to medium daily in Zones 5, 7, 1 or 2. Box 1638, Editor & Publisher.

FORMER UPI reporter-deskman with Men in Journalism now works as copy editor in New York, wants reporting or editing job with Zone 1 newspaper. Special interest: sports. Available after Feb. 1. Box 1628, Editor & Publisher.

SPORTS WRITER—Young, with 3 years experience covering college and prep sports, column writing, desk work, some layout. J-School grad seeking job in the Midwest or South, preferably in area with college or pro sports. Clips and resume on request. Box 1603, Editor & Publisher.

COLUMBIA COLLEGE GRAD, magazine editor, news reporter, Mensa, 21. Oklahoma, bemused, looking for involved, involving work. Call (405) 843-0292 or write Box 1529, Editor & Publisher.

DILIGENT JUNE BA seeks job as writer-reporter, preferably in Zone 1 or 2. Resume and references available. Box 1626, Editor & Publisher.

WELL-ROUNDED 5 year California metro reporter with good credentials desires a better job on West Coast. Box 1546, Editor & Publisher.

VETERAN SPORTS editor-writer, 10 years experience in all sports. Good with camera. Familiar with all phases of newspaper work: hot metal or offset, darkroom, composing. Seek permanent position. Available immediately. Any Zone. Box 1625, Editor & Publisher.

PRIZE-WINNING EDITOR of weekly seeks challenging job with daily. Education, features specialty. Box 1581, Editor & Publisher.

EMPLOYED REPORTER with BA and 4 years work on all beats wants growing room. PM daily any Zone. Write Box 1595, Editor & Publisher.

EDITORIAL POSITION on a magazine or newspaper sought by 38-year-old male with 6 years experience in magazine editing, layout, pasteup, photography; and 5 years newspaper reporting and copy editing. Seeking challenging position in Zones 3, 5 or 6. Call (901) 767-7385.

EDITORIAL

WRITER, 24, wants to start in newspaper reporting. '71 BA Political Science, experience in PR and publicity. Hard worker, willing to learn. Any Zone. Box 1648, Editor & Publisher.

SPORTSWRITER OR COPY DESK man, 26, 5 years experience. BA degree. Have covered many sports and written column for highly-regarded organization. Excellent references. Resume and clips available. Any Zone. Box 1652, Editor & Publisher.

EDITORIAL OR PUBLICITY—Writing experience. '72 grad seeks position on magazine, newspaper or in book publishing. New York metropolitan area. Box 1564, Editor & Publisher.

CREATIVE '73 Notre Dame University English grad seeks challenging work in Journalism. Ambitious, hard-working. Any Zone. Resume and writing samples on request. Box 1608, Editor & Publisher.

BIOLOGIST: Industrious, Albert Einstein biomedical scientist grad (MS) desires writing or editing position in New York metropolitan area. Undergraduate journalism and professional abstracting experience. Contact Fred Plotnick, 140-26 Debs Pl., Bronx, N.Y. 10475 or call (212) 379-0334.

J-GRAD, 27, seeks reporting and/or copy desk intern spot, any Zone. Michigan State, high honors. Box 1689, Editor & Publisher.

ABLE REPORTER, 23, with 1 year experience, BA in Political Science, and demonic curiosity, looking for a position where he can exercise it. Contact Gordon Greisman, 2 MacDonald Pl., Scarsdale, N.Y. or call (212) 279-3773.

SPORTS EDITOR, 16 years experience including 2 years as college sports information director, seeks desk/writing job any Area. Heavy hockey in addition other sports. Sharp layout, nifty heads. Brochure won top national award. Currently in Colorado. Box 1670, Editor & Publisher.

REPORTER—12 years experience, all beats. Can handle desk. Photo oriented. Married. Available for small daily, weekly. Box 1674, Editor & Publisher.

EXECUTIVE, international, local background. News, sports, amusements, features, Sunday magazines. Weekly through metro experience. Box 1647, Editor & Publisher.

PRINCETON ENGLISH GRAD seeks job with newspaper. Can write. Salary consideration. Rt. 2, Allentown, Pa. 18103. (215) 432-0095.

NEWSROOM EDITOR with 14 years on 4 major metros. Currently employed in Zone 2 but at 37 wants right spot now — anywhere. Box 1678, Editor & Publisher.

EDITORIAL

EDITOR/PUBLISHER looking for a small daily, weekly or magazine. Experienced in all phases of newspaper work, including management and administration. Currently have good job on metro daily with excellent future but long for smaller operation where I can settle down. Young, married. Box 1663, Editor & Publisher.

FREELANCE

I REVIEWED 117 MOVIES last year for major daily. You don't need staffer for sharp, concise film reviews. I'll do long-distance. Interested. I'm cheap. Box 1543, Editor & Publisher.

PHOTOGRAPHY

NEWS PHOTOGRAPHER at top New England newspaper seeks experience in TV and film production; also possible newspaper reporting. Areas 1, 2, 5, 7, 8, 9. Box 1632, Editor & Publisher.

NOSE FOR GOOD NEWS and feature photos, basic ROP color know-how, some writing, can get along with editors and reporters, age 38, prizes galore. Zones 1 thru 4, Box 1679, Editor & Publisher.

PRODUCTION

PRODUCTION MANAGER—Composing Room Superintendent. Know cold type operation. Union. Lay. Prefer West Coast. All replies answered. Box 1601, Editor & Publisher.

STAFF ENGINEER on metropolitan newspaper wants to return to line Production management of small or medium sized newspaper. Experienced management of all Production departments — effective cost reduction, production flow for on-time press starts, labor relations, new systems development and installation, building construction and maintenance. Salary requirements flexible, commensurate with area, size of paper and responsibilities. Will accept secondary position of challenging job leading to advancement. Box 1619, Editor & Publisher.

PRESSMAN, Goss Metro offset and letterpress. Competent, willing to work, capable of training crew or assisting. Consider anything large or small. Box 1671, Editor & Publisher.

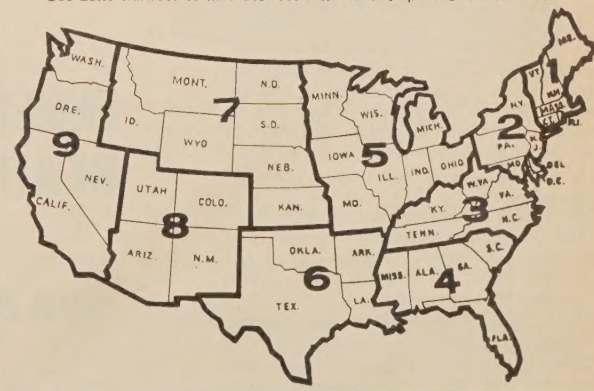
PUBLIC RELATIONS

WRITER-PHOTOGRAPHER, A-to-Z experience. Member PRSA. Seeking position New Jersey-New York City area. Call (201) 763-6392.

PUBLICITY—10 years PR, 15 news; excellent writer; now working. Box 1544, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



More papers cutback pages, features, ads

Until the newsprint shortage returns to something approaching normalcy, the *Chicago Tribune* has reduced its newshole by 20 percent and is considering changing its classified ad columns from nine to 10 per page.

Other alterations underway since last week's strike at the Tribune Company's Ontario Paper Mill in Thorold, Ont. include refusal to accept ads that miss copy deadlines, dropping less popular comic strips and panels, and reduction in the country run (outside Metropolitan Chicago). Returns from dealers and coin boxes have been reduced 50 percent, the paper said.

The *Los Angeles Times* also announced this week that it was forced to reduce the number of pages in each issue. Times publisher Otis Chandler said the change would remain in effect until the shortage is alleviated.

Comics, suburban sections, opinion, food, real estate, and travel sections will be reduced in size to facilitate reduced page counts. Advertising is also being restricted, he said.

Other papers that have taken steps to conserve newsprint are:

- The *Virginian-Pilot* and *Ledger-Star* have cut Monday editions to eight pages, with no advertising;

- The *Grand Rapids* (Mich.) *Press* is limiting the size of display ads and eliminating its locally written Sunday magazine and some political columns. The paper also said it is cutting stock market reports, engagement photos, and limiting use of news photos, comics, and other features. The number of pages will be reduced as well;

- The *Chicago Daily News* omitted all classified ads October 4, citing Canadian mill strikes.

- Unable to distribute a newspaper on Monday because of the newsprint shortage, the *Kokomo* (Ind.) *Tribune* got much of its contents to subscribers electronically.

Jack Barkley, editor of the *Tribune*, said the method would be utilized each Monday until the newsprint emergency eases.

News briefs, capsule accounts of major, local, national and international news, professional sports scores and local death notices are prepared on slides and broadcast through Kokomo's cable tv station.

Barkley said few subscribers would be missed since the *Tribune* has 99.9 penetration of the area, which he said is highest in the nation. The *Tribune* has circulation of 31,439 daily.

The various news items were prepared scanner-ready for the papers' Campuscan optical character reader, then went to the Goss Metroset where a format was prepared and negatives made from the printout. These were fitted into plastic slides for use on cable tv.

No *Tribune* advertising was shown, only straight news.

William Edgley, manager of Media Services for the Pillsbury Company, Min-

neapolis, advised members of the Chicago Newspaper Advertising Sales Association (October 9) that newspapers should not send "scare" letters to advertisers that they may not be able to handle advertising because of the newsprint shortage.

He said a sensible approach being followed by many newspapers is reduction in size of comics, leaving those pages with room for necessary columns and features.

More ads per page is a sensible approach, Edgley said. Asked if two-day swings of newspapers on food advertising day would present any problem to Pillsbury, Edgley answered "no, unless it was a coupon day." He thought most advertisers would like these to appear on a given day rather than spreading them over two or more days. In fact, he said, a two-day swing would have the effect of relieving some of the pressure in the newsprint squeeze.

Edgley deplored the amount of time that has been wasted by Audit Bureau of Circulation's committees and advertising groups in deciding how newspaper audience research studies will be reported. Some newspapers are not in agreement whether to release circulation figures on a county-by-county basis and this is stalling any advancement in needed newspaper demographics, Edgley said.

Margot Sherman elected to head women's group

Margot Sherman, an advertising consultant and lecturer, became president of Women in Communications, Inc., and JoAnn Albers, environmental reporter for the *Cincinnati Enquirer*, was named president-elect by delegates voting at the 41st Annual National Meeting held in Portland, October 4-7.

Miss Sherman recently retired as senior vicepresident and member of the board of McCann-Erickson advertising agency, New York.

Mrs. Albers will serve one year as president-elect before assuming the top post at the 1974 annual national meeting in Philadelphia, Pa. She also is president of the Ohio Newspaper Women's Association.

Past Week's Range of Stock Prices

NEWSPAPERS

| | 10/3 | 10/1 |
|--------------------------------|--------|---------|
| Affiliated Publications (OTC) | 8 3/4 | 8 3/4 |
| American Financial Corp. (OTC) | 13 3/4 | 13 3/4 |
| Booth Newspapers (OTC) | 20 1/4 | 21 1/4 |
| Capital Cities Bdcg. (NYSE) | 47 1/4 | 48 1/4 |
| Com. Corp. (OTC) | 3 1/4 | 3 1/4 |
| Cowles Comm (NYSE) | 7 3/8 | 8 1/8 |
| Dow Jones (OTC) | 29 1/4 | 29 3/4 |
| Downe Comm. (OTC) | 1 1/2 | 1 3/4 |
| Gannett (NYSE) | 37 3/8 | 37 3/8 |
| Gay Comm. (OTC) | 9 | 10 |
| Harte Hanks (NYSE) | 11 | 11 1/4 |
| Jefferson-Pilot (NYSE) | 38 | 39 1/4 |
| Knight (NYSE) | 40 1/2 | 41 1/4 |
| Lee Enterprise (AMEX) | 15 | 14 3/4 |
| Media General (AMEX) | 36 1/2 | 38 |
| Multimedia (OTC) | 20 1/2 | 21 1/4 |
| New York Times (AMEX) | 115 | 115 1/2 |
| Panax (OTC) | 3 3/4 | 3 3/4 |
| Post Corp. (WISC.) (OTC) | 12 1/2 | 13 |
| Quebecor (AMEX) | 14 1/2 | 15 1/4 |
| Ridder Publications (NYSE) | 19 | 18 1/4 |
| Southam Press (CE) | 30 1/2 | 30 1/2 |
| Speidel (OTC) | 12 1/2 | 11 1/4 |
| Thomson Newspapers (CE) | 13 | 13 1/4 |
| Time Inc. (NYSE) | 20 1/4 | 21 1/4 |
| Times Mirror (NYSE) | 20 | 20 1/4 |
| Toronto Star (CE) | 24 3/4 | 25 |
| Washington Post (AMEX) | 22 1/2 | 23 1/4 |

SUPPLIERS

| | 10/3 | 10/1 |
|------------------------------|---------|---------|
| Abitibi (CE) | 14 1/2 | 14 1/2 |
| Addressograph Multi. (NYSE) | 17 1/2 | 17 1/2 |
| Alden Electronics (OTC) | 1 1/4 | 1 1/4 |
| Alhair (OTC) | 4 3/4 | 4 3/4 |
| Anglo-Canadian (CE) | — | 18 3/4 |
| Ball Corp. (OTC) | 13 1/2 | 13 1/2 |
| B. C. Forest (OTC) | 25 1/4 | 24 1/4 |
| Berkey Photo (NYSE) | 15 1/4 | 15 1/4 |
| Boise Cascade (NYSE) | 17 1/2 | 17 1/2 |
| Compugraphic (AMEX) | 27 1/2 | 28 3/4 |
| Compuscan (OTC) | 9 1/2 | 9 1/2 |
| Crown Zellerbach (NYSE) | 36 1/2 | 39 1/2 |
| Cutler-Hammer (NYSE) | 40 | 39 3/4 |
| Dayco (NYSE) | 99 1/4 | 100 1/4 |
| Digital Equipment (NYSE) | 18 | 17 3/4 |
| Domtar (AMEX) | 26 | 26 1/4 |
| Dow Chemical (NYSE) | 60 1/4 | 65 1/4 |
| Dymo (NYSE) | 22 3/4 | 21 3/4 |
| ECRM (OTC) | 9 | 9 |
| Eastman Kodak (NYSE) | 130 1/2 | 132 1/4 |
| Ehrenreich Photo (AMEX) | 14 | 15 |
| Eltra (NYSE) | 32 1/2 | 32 1/2 |
| General Electric (NYSE) | 63 1/4 | 67 1/4 |
| Georgia Pacific (NYSE) | 40 | 43 1/4 |
| Grace, W. R. (NYSE) | 27 1/2 | 28 1/4 |
| Great Lakes Paper (CE) | 29 1/2 | 29 1/4 |
| Great No. Nekosia (NYSE) | 55 | 58 |
| Harris Interplay (NYSE) | 38 | 38 |
| Immont (NYSE) | 49 | 53 1/4 |
| International Paper (NYSE) | 37 1/2 | 38 1/4 |
| Itek Corp. (NYSE) | 45 | 50 |
| Kimberly Clark (NYSE) | 5 | 5 1/4 |
| Log Etronics (OTC) | 39 1/4 | 37 3/4 |
| MacMillan, Bloedel (CE) | 22 1/2 | 25 1/4 |
| Milgo Electronics (AMEX) | 9 1/2 | 10 |
| Minutaur Onyx (AMEX) | 8 3/4 | 8 3/4 |
| Minnesota Min. & Mfg. (NYSE) | 12 1/2 | 13 1/4 |
| Photon (OTC) | 12 1/2 | 13 1/4 |
| Richardson (NYSE) | 54 1/2 | 58 1/2 |
| Rockwell Intl. (NYSE) | 17 | 20 1/4 |
| Singer (NYSE) | 103 1/2 | 121 1/4 |
| Southland Paper (OTC) | 22 1/2 | 22 1/2 |
| Southwest Fore. Ind. (NYSE) | 16 | 16 1/4 |
| Sun Chemical (NYSE) | 15 | 15 1/4 |
| Wheelabrator-Frye (NYSE) | 12 1/4 | 11 3/4 |
| White Consolidated (NYSE) | 12 1/4 | 11 3/4 |
| Wood Industries (AMEX) | 12 1/4 | 11 3/4 |

FEDERAL DECISION MAKERS READ IT . . . BELIEVE IT

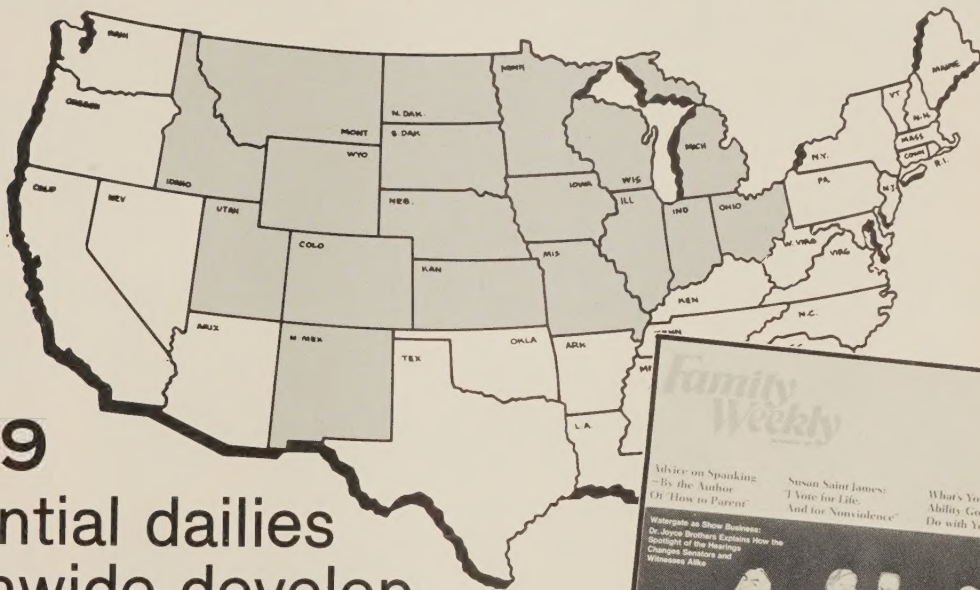
and so do nearly a million others.

WASHINGTON STAR-NEWS

Washington, D.C.

Family Weekly salutes the Inland Daily Press Association, convening this week in Chicago, for its many achievements.

92 INLAND NEWSPAPERS CARRY FAMILY WEEKLY



289

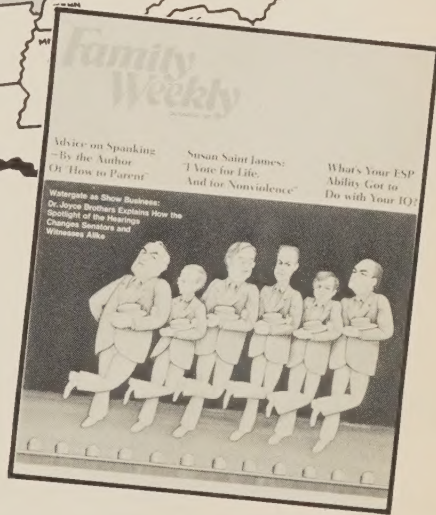
influential dailies
nationwide develop
circulation & advertising

by featuring America's best-read
colorgravure weekend magazine

More than 10,000,000 copies every week

FAMILY WEEKLY's interesting, uniquely readable content and format command high-score readership for every issue. The magazine's roster of distinguished writers adds lustre to a newspaper's reader service. Relevant features and columns maintain interest week after week.

ther significant, added values of FAMILY WEEKLY that contribute to the above-average growth of subscribing papers are two unique programs sponsored by the magazine. "Circulation Bonanza" assists circulators in motivating personnel to greater, quicker gains, resulting in increased coverage. The "Tie-in Retail Incentive Program"



encourages sales of more local advertising space tied in with the magazine's national ads. (More than 7,460,201 lines of FAMILY WEEKLY tie-ins were reported last year by the ACB.)

Another important factor in subscribing newspapers' profit performance is the magazine's low cost. FAMILY WEEKLY is the most economical portion of any paper.

President-Publisher, MORTON FRANK
641 Lexington Ave., NY, NY 10022—(212) 935-5256

Publisher Relations Manager, Robert H. Marriott

Which of these photos are of Puerto Rico?

Check One (a) ☐ (b) ☐ (c) ☐ (d) ☐ (e) ☐



Did you choose (e)?

If your only choice was "e", you have a lot to learn about this industrialized tropical island. All five photos are of Puerto Rico!

The San Juan Star knows Puerto Rico, and Puerto Rico subscribes to The Star—increasingly so.

Approximately 58.1% of Star subscribers were born on the island, and their average family incomes exceed \$15,000 annually.

All Star subscribers read English because the Star is the only English language daily in Puerto Rico. Here is a bilingual audience.

Some other interesting statistics:

66.7% of Star subscriber families live in their own homes.

54.3% of these families live in homes valued at \$35,000 to \$50,000, and even more.

65.8% are university trained.

For more information about Puerto Rico and The San Juan Star, write for The Star's free booklet, "Focus Puerto Rico." Puerto Rico is more than just a balmy beach!

Daily and Sunday, Puerto Rico's only English Language Newspaper

The San Juan Star

Reaching the Decision-Makers of the Caribbean

Independent survey Stanford Klapper Associates, Inc. 1973

**SCRIPPS-HOWARD
NEWSPAPERS**



Advertising Dept., 200 Park Avenue, New York City Atlanta Chicago Dallas Detroit Los Angeles Philadelphia San Francisco